

The
Rhinebeck
Gazette

1846 - 1946

A Century-old Newspaper

THE "SILENT POWER" OF THE PRESS

By *Clifton Sanford Wady*

You call the Press a "silent power,"
But, bless your heart, just stand an hour
Within the pressroom's teeming air
And you will change your mind—and stare!

Among the castings, cams and cogs,
Belts, braces, bolts and oily dogs,
With searchlight and the brightest glare
You can't find Silence anywhere!

Instead—a burly, brutal bang—
A steady thud—a clarion clang!
As if the press and pressroom boys
Throughout the day were printing—Noise!

Yet, grant these statements, fair and flat,
The Press is wonderful at that!
And has a power, if mixed with din,
That helps to fight a world of sin.

Hence if a clamor good and loud
Comes from the basement pressroom crowd
Do not condemn; remember *earth*
Performs a miracle of birth.

And this great thing with arms of steel
"Makes millions think," and all folk feel
The power that *presses* to be free
To tell the truth, to you and me!



THE RHINEBECK GAZETTE

JACOB H. STRONG, JR.
EDITOR AND PROPRIETOR
1938-

This is the editorial page which has won
numerous prizes for excellence.

A Century-old Newspaper



Annals of a newspaper which has been
continuously published in Dutchess County from
its beginning in 1846 to its present-day position
as one of the Foremost Country Weeklies

RHINEBECK
NEW YORK
1946

FOREWORD



"Actions speak louder than words."

The purposes of this volume are to inform its readers concerning the history of the Rhinebeck Gazette, to commemorate the work of the editors who have gone before, to pictorially indicate the growth and to give some idea of the extent of the paper's present modern establishment, on this, the one-hundredth anniversary of its founding.

The history of journalism in Rhinebeck has been one of strife, particularly in the early years. It is impossible to present all the facts, as the records of the various papers, such as the Rhinebeck Tribune, the Rhinebeck News and The Journal are far from complete.

Yet we believe that our research has enabled us to present an outline of this journalistic history which, we sincerely hope, will interest and instruct our readers and through their considerate judgment and gracious favor redound to the credit and prosperity of The Gazette.

JACOB H. STRONG, Jr.

A REVIEW OF THE GAZETTE FROM ITS BEGINNING



THE inspiration for the beginnings of The Gazette was a small sheet established in 1844 by Robert Marshall, a Scotchman, who called it the Rhinebeck Advocate. Although the political articles in the paper were made notable by the efforts of John A. Radcliffe, the citizens became dissatisfied and, after two years, persuaded Edward M. Smith to found another paper, the Rhinebeck Gazette. The press and types of a suspended newspaper at Williamsburgh, New York, were bought by Mr. Smith who took as a partner Edward A. Camp. They purchased the good will of The Advocate from Mr. Marshall, and April 28, 1846, saw the birth of "The Rhinebeck Gazette and Dutchess Family Visitor."

The office of the new paper was in the second story of a frame building on the corner of East Market and Mill streets where Vonder Linden's large brick building stands. The none too loyal support of the public made it necessary for Mr. Smith to sell, and, although he was successful as an editor, he leased the paper, in 1849, to William Luff, a Poughkeepsie printer. One year later the paper reverted to Mr. Smith. After three months he sold it to George W. Clark, who united it with The American Mechanic. Mr. Luff, having started



Rhinebeck Gazette,

AND
DUTCHESS FAMILY VISITOR.

RHINEBECK, TUESDAY, APRIL 28, 1846.

VOL. 1, NO. 1. PRICE 4 CENTS.

THE STATE OF NEW YORK.
IN SENATE,
 January 12, 1846.

REPORT
 OF THE

COMMISSIONERS OF THE LAND OFFICE,
 IN ANSWER TO A RESOLUTION PASSED BY THE SENATE, APRIL 18, 1845.

ALBANY:
 PUBLISHED BY G. B. LEWIS, STATE PRINTER, 1846.

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The first page of the first issue—April 28, 1846

another paper which he called "The Rhinebeck Gazette and Dutchess County Advertiser" finally sold it to Thomas Edgerly, who transferred it to his brother-in-law, George W. Clark, the then owner of the original Rhinebeck Gazette. This was in 1862. The office was moved to the Smith building on East Market street. Mr. Edgerly took charge of the paper and hired Thomas Noxon as editor and foreman. Soon competition came in the form of The Rhinebeck Tribune, started by a company composed of Alfred T. Ackert, John W. Moore and James Lattin. Howard H. Morse was the editor. The paper's life was but four years, and its files are now in the possession of The Gazette, through the courtesy of Mr. W. L. Morse. Mr. Edgerly finally bought its good will.

The big fire of May 8th, 1864 destroyed a large portion of the business district of Rhinebeck, and it was only through the exceptional work by the firemen that the property and valuable files of The Gazette were saved. The loss to the village was estimated at \$60,000.

During the last twenty-five years of the nineteenth century the paper had a most hectic career, passing successively through the hands of W. W. Hegeman, Thomas Edgerly, T. G. McGrath (with B. H. Ackert) and W. H. and H. P. Heavenor.

James B. Livingston, a wealthy gentleman of Rhinebeck, purchased The Gazette from H. P. Heavenor on January 1, 1887, and J. H. Swertfager of Poughkeepsie, formerly editor of the Dutchess Farmer and later night editor of the Poughkeepsie

Eagle, conducted its publication. Mr. Swertfager was an influential newspaper writer of his day. After the death of Mr. Livingston on October 1, 1887, The Gazette became the property of his brother, Lewis H. Livingston.

On January 14, 1888, P. W. Rhoades became the editor and conducted the publication until 1889, when T. S. Earle assumed control.

William N. Tyler, editor and proprietor of a paper called the "Rhinebeck News" established in 1890, leased The Gazette on April 26, 1890. He moved the plant from the Pultz Building (now Oneida Markets) where it had been many years, to the building on East Market street now occupied by the sons of John D. Lown.



The Publishing Office and Print Shop 1890 to 1904

Only three years elapsed under the Tyler management and, in 1893, William R. Tremper and R. Raymond Rikert jointly purchased The Gazette. Mr. Tremper withdrew after a year, and for fourteen years Mr. Rikert successfully piloted the paper, moving it, in 1904, to its present home at 34 East Market street.

Mr. Rikert continued the publication of the paper continuously until January 1, 1907, when it became the property of Jacob H. Strong, father of the present editor and proprietor.

In 1930, Mr. Strong sold the paper to The Rhinebeck Gazette, Inc. with himself as its President and Treasurer, Jennie U. Strong as Vice-President and Jacob H. Strong, Jr. as Secretary, the present owner having joined the staff in that year.

In 1938, the corporation was dissolved, the paper becoming the property of Jacob H. Strong, Jr., who has continued its operation since that time.

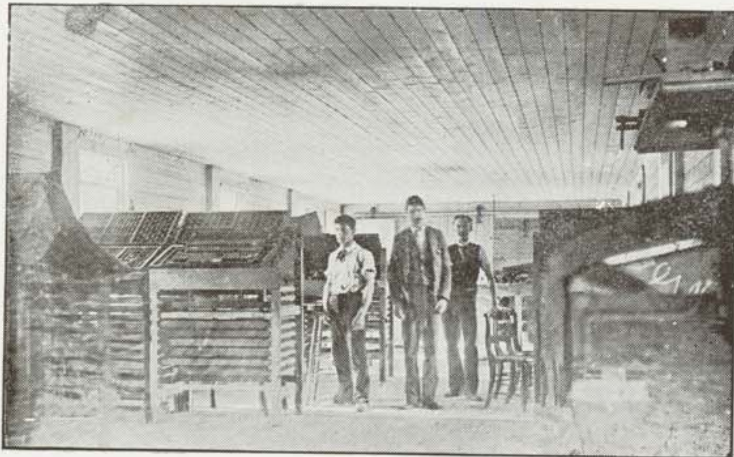
During the time of Mr. Rikert's ownership the business had grown with the village, which during that time was equipped with a water system and electric lights. During the first years of his ownership, the presses were driven by hand and foot power. John C. Busch turned the cylinder press which printed The Gazette. Later Mr. Rikert installed a gasoline engine and later still a steam engine.

Early in 1907, during the first months of the management of Jacob H. Strong, an electric motor

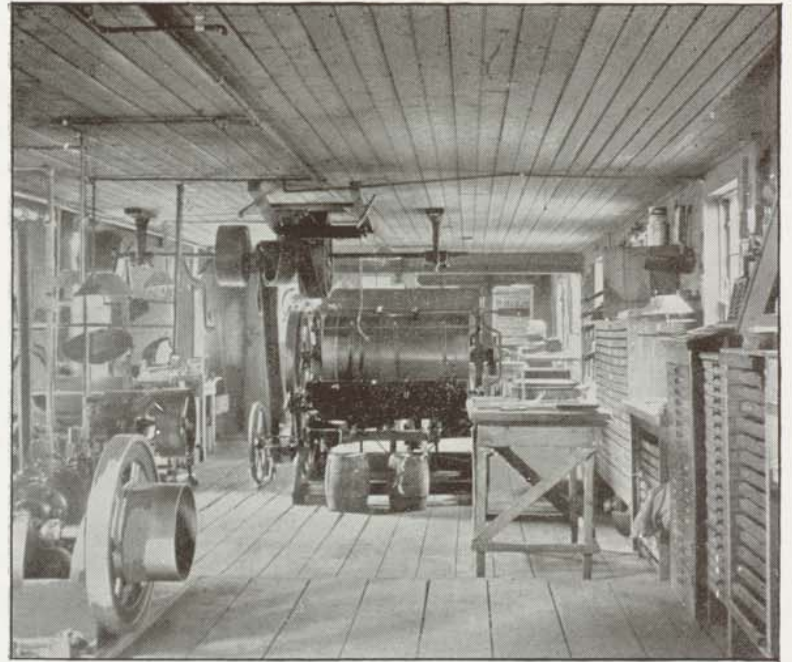
was installed, and electricity continues to drive all the machinery of the plant.

In March, 1923, the publisher of The Gazette purchased the plant and good will of the Red Hook Times and combined it with The Gazette.

So much for the recital of the history of the management of The Gazette. One cannot help but be impressed by the fact that the lot of the small town editor is not easy, nor his path strewn with flowers, this especially being so during the mid-Victorian days.



Interior of Gazette Plant in 1893



Gasoline Engine and Press, 1893

THE LURE OF THE PRESS

There's a charm in the scent of the Printing-ink,
There's a song in the grind of the wheels;
That lures you like a mystic rhyme
And through your being steals.

There's a devil that lurks in the click of the mats,
There's a joy in the rush and the strife;
And once you fall 'neath their binding spell
You're their slave through the rest of life.

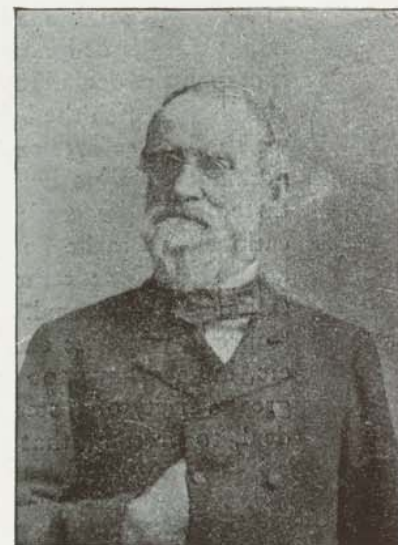
—Inland Printer.

OWNERS OF THE GAZETTE

- Edward M. Smith and Edward A. Camp
April 28, 1846-September 1, 1846
- Edward M. Smith, September 1, 1846-February 1, 1849
- William Luff - - February 1, 1849-May 1, 1850
- Edward M. Smith - May 1, 1850-September 1, 1850
- George W. Clark - September 1, 1850-May 13, 1862
- Thomas Edgerly - - May 13, 1862-January 1, 1875
- William W. Hegeman, January 1, 1875-August 17, 1876
- W. W. Hegeman, Jr., August 17, 1876-October 11, 1877
- Thomas Edgerly - October 11, 1877-January 9, 1879
- T. F. McGrath and B. H. Ackert
January 9, 1879-January 1, 1882
- T. F. McGrath - - January 1, 1882-April 14, 1883
- W. H. Heavenor & Son - April 14, 1883-May 1, 1886
- H. P. Heavenor - - May 1, 1886-January 1, 1887
- James B. Livingston, January 1, 1887-October 1, 1887
- Lewis H. Livingston, October 1, 1887-January 14, 1888
- P. W. Rhoades - January 14, 1888-January 1, 1889
- T. S. Earle - - - January 1, 1889-April 26, 1890
- William N. Tyler - April 26, 1890-January 1, 1893
- R. R. Rikert and W. R. Tremper,
January 1, 1893-October 1893
- R. R. Rikert - - - October 1893-January 1, 1907
- Jacob H. Strong - January 1, 1907-January 1, 1931
- The Rhinebeck Gazette, Inc.
January 1, 1931-February 1, 1938
- Jacob H. Strong, Jr. - February 1, 1938-

FOUNDER OF THE GAZETTE

EDWARD M. SMITH was born on a farm in the Town of Red Hook which had been the home of his ancestors for several generations. At the age of twelve years he became a member of the family of a bachelor uncle in the Town of Milan and remained there four years. At the age of sixteen he became an apprentice to Jabez Davis, an English tailor in the village of Upper Red Hook. In April 1838 at the age of twenty-one years, he came to Rhinebeck and entered the employ of his uncle, John I. Smith as a journeyman tailor. In 1840 he became the partner of his uncle in the tailoring business. In the spring of 1842 he gave his place in his uncle's establishment to his cousin, John I. Smith, Jr., and began business for himself. On September 13, 1842 he married Mary Elizabeth Davis, the daughter of the gentleman to whom he was an apprentice, then a resident of the City of New York. When Mr. Smith disposed of The Gazette he did not give up literary work but later published a History of Rhinebeck. He died October 28, 1901.



EDWARD M. SMITH

THE GAZETTE'S FIRST EDITORIAL

Published April 28, 1846, the editor's ideals well express the guiding principles of 1946.

TO THE PUBLIC

In commencing the publication of a newspaper we feel it incumbent upon us to state to the public the course of action we intend to pursue and the principles by which we shall be governed in penning and selecting matter for its columns.

From the extensive influence which the press exerts upon the minds and morals of a people, its guardianship becomes a trust of the gravest responsibility, and one which we shall endeavor faithfully to discharge. It should be free to combat error and to vindicate the cause of truth in the language of love and soberness, but, to include in the catalogue of its privileges, the liberty to publish all that malice might dictate, or ignorance solicit, were to claim for it immunities denied to the most impotent individual, and at war with the best interest of society. While we shall therefore, exercise the utmost care to pen nothing ourselves by which the standard of public taste may be lowered; we shall publish no communications, and make no selections except such as are adapted to benefit the public and sustain the reputation of our journal. It shall be our constant aim to profit, while we endeavor to please all our readers, but we have too intimate a knowledge of the great variety of tastes with which we shall have to deal, to presume that what will satisfy one should

satisfy all. We shall therefore endeavor to furnish as great a variety as our limits will admit, and trust to the liberality of our patrons for support.

The objects to which our paper will be devoted are so plainly set forth in the prospectus that we shall not trouble our readers with any further specification of them than simply to say, that it will be entirely free from all party or political prejudices, but will closely scan the measures and movements of all parties and neglect no opportunity to rebuke the bitterness of party spirit, which more than anything else threatens the permanent well being of our country.

The situation of our village upon the banks of the river and the passage of a daily mail thro' it gives us all the facilities for obtaining the news from any portion of our country and the world that are possessed by Poughkeepsie, or the most favored locations, and we shall endeavor not to be behind hand in furnishing it to our readers.

The typographical character of our paper will speak for itself. Though as large now as the great majority of country papers, we shall increase its size as soon as our subscription list will warrant it. If our eastern friends will be sufficiently liberal in their support to enable us to do so, we will send their papers weekly by express to any place they may direct. With this brief introduction and in the indulgence of the confident hope of an agreeable and more extensive acquaintance with our readers we assume the editorial chair of the Rhinebeck Gazette.



1946

THE BUSINESS OFFICE

The policy of progress has extended to the business administration of The Gazette in all its departments. In 1907 a complete system of accounting was adopted. The office is well equipped with labor saving systems and devices.

An important change made nearly thirty years ago was the enforcement of the pay-in-advance subscription rule to comply with the Postal requirements. This is the only way in which a publication can be successfully issued and the readers of The Gazette have kindly assisted the management in this particular.

On May 21, 1946, The Gazette became a member of the Audit Bureau of Circulations, a cooperative association of advertisers, advertising agencies and publishers for the verification of circulation of newspaper and periodical members in the United States and Canada.

THE COST SYSTEM

In June, 1911 one of the most important improvements in our system of accounting was made, when a modern cost finding system was adopted. By its operation we are enabled to determine the hour cost in each department of our plant. The maintenance of such a cost system does not add to the cost of production, but is a certain means of assuring that each job shall bear only its share of general costs, eliminates guess work and prevents misunderstandings.



The Business Office—1946

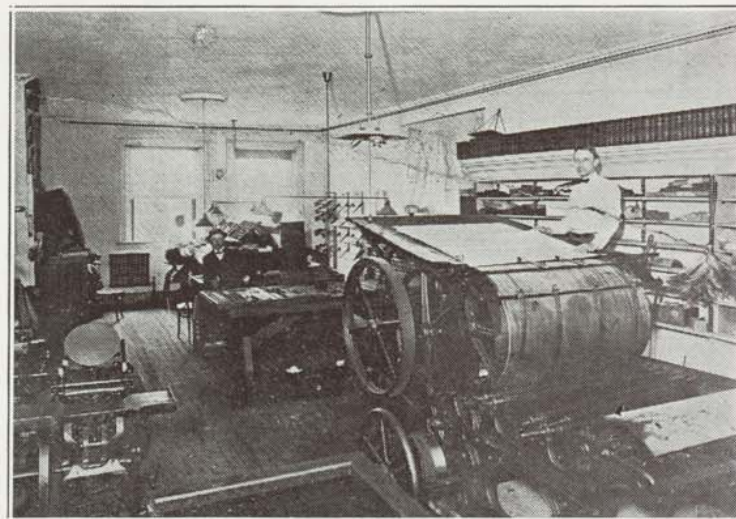
The high quality of the work that is done in the Job Printing Department of the Rhinebeck Gazette is well known, not only in Rhinebeck but throughout the State.

THE MECHANICAL DEPARTMENT

Nowhere are there more intricate and super-human devices than in a modern printing office such as that of The Gazette.

When, early in the year 1907, the elder Strong took account of the contents of his plant, the improvements in the mechanical department, which to this day have never ceased, began in earnest. During the first year two tons of old type, worn and out of date, were replaced with new and modern faces.

In May, 1909, the old Potter cylinder press which had printed The Gazette for many years was sold and a Cottrell & Babcock press was installed. This machine weighed six and one-half tons and printed The Gazette four pages at a run, as well as the posters and large color work turned out by the job department.



The Editor printed the paper in 1907
"Jake," the elder, is at the feed-board of the old Potter cylinder

In July of the same year a Mergenthaler Junior Linotype composing machine was purchased and installed in the composing room. This machine was replaced in 1916 by a Model 14 Linotype, which remains to this day a modern composing machine. The present shop foreman, George W. Gakenheimer, was operator and machinist, having come to The Gazette in 1911. A Model 5 Linotype was added in 1930.

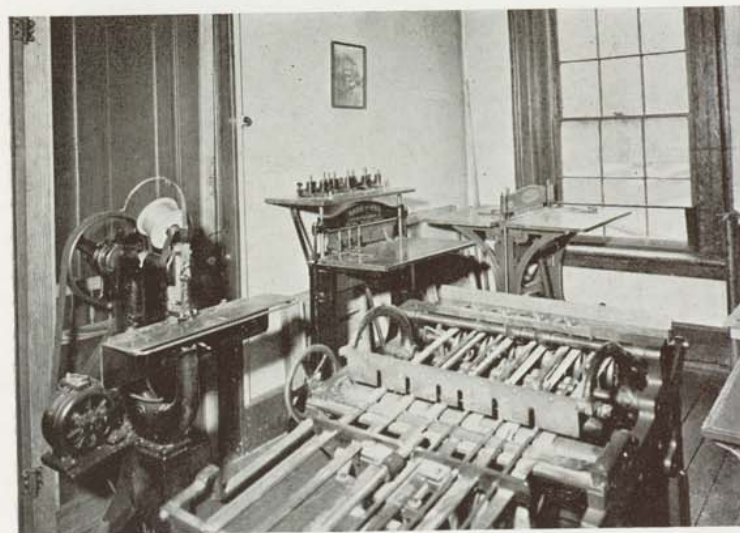
Because it is the first logical step in the preparation of the printed page and because of its exceptional interest, the Linotype deserves a prominent mention. Here is a machine worked by a typewriter-like keyboard that, with the lightest of touch, actually molds a new face for every line of print so that we can justly say that every issue of The Gazette is printed with fresh new type. To see the "mats" fall into place, being molded, then grasped by an iron hand, almost human in motion, and distributed to their proper places is a constant source of wonder; and this machine is rightly considered one of the triumphs of invention.

From the Linotype machine the type goes to "make-up" tables, where, with the addition of suitable headlines, the paper assumes its proper form. Here, under the guidance of the editor, reading matter and advertisements are arranged, and when all is ready the form is locked and put to press.

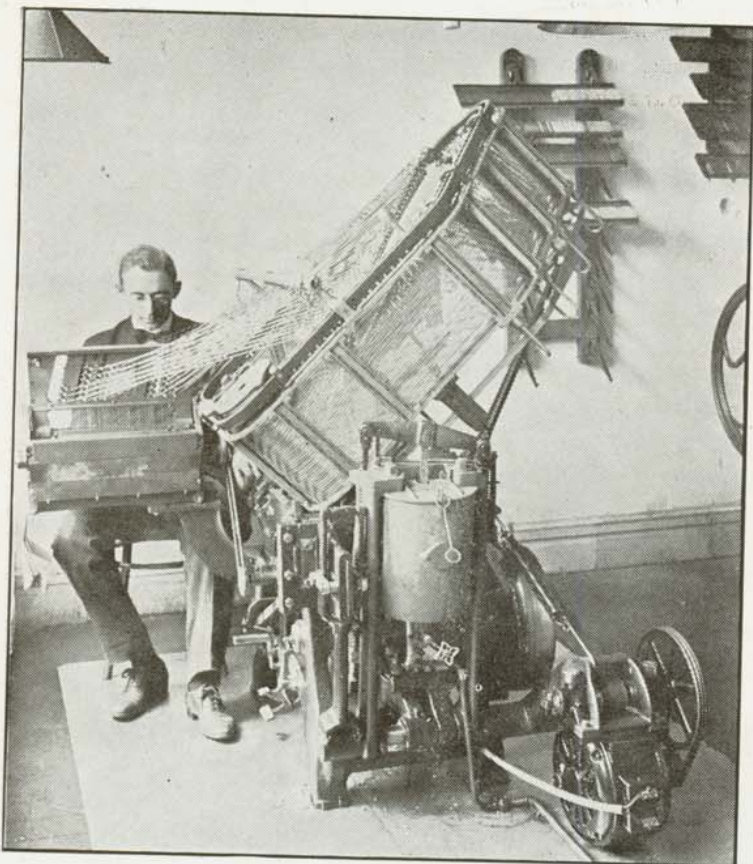
In October, 1909, an Eclipse Folding Machine was installed. It folded and trimmed the papers as fast as they came from the press. This machine has been replaced by a larger Mentges folder.

The year 1909 brought a wire stitching machine to the bindery, as well as a round-cornering machine, punching machines, numbering, perforating, padding and binding apparatus.

In November, 1909, the form of The Gazette was changed from the old fashioned four-page folio size to the more modern and convenient eight-page quarto. The former style contained four pages, each of eight columns, 24 inches long. The revised form had eight pages, each of six columns, 20 inches long. Immediately following the change of form of the paper, hundreds of letters from our readers were received congratulating us on the improvement. In 1920 the form was changed to the seven-column quarto size, and in 1926 to eight-column quarto, each page now containing eight 21-inch columns.



A corner of the Bindery—1946



The Editor set the type in 1910
Junior Linotype, the first machine for type-setting installed by The Gazette;
obsolete since 1916

THE LURE OF THE OLD PRINT SHOP

I've heard men tell of the salty smell of the solemn trackless sea,
I've heard them rave of the roaring wave and the life that's wild
and free,
And I've felt the thrill, as the landsman will when he's high and
dry on shore,
But the snuggest berth on all the earth is the place where the
presses roar;
Where the presses roar, and the heaving floor gives word of a
task well done,
Where the smell of the ink is food and drink, and there's work
for everyone.

—Anonymous.

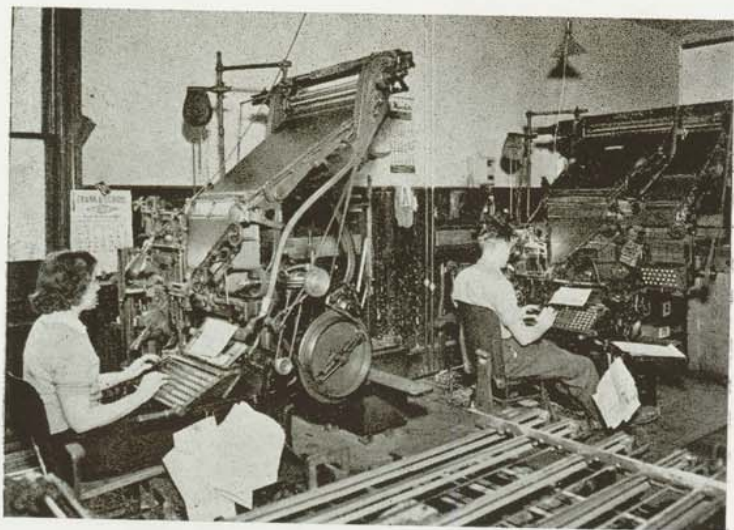
During 1910 the principal mechanical improvements consisted of the purchase of a large quantity of new type and a re-arrangement of the press and composing rooms.

During the spring of 1911 a modern steel imposing surface was purchased, mounted upon a labor-saving table and cabinet. This outfit was designed and built especially for The Gazette by the Hamilton Manufacturing Company.

Early in 1912 the old "Favorite" paper cutter was replaced with a new thirty-inch Golding lever cutter, a machine weighing 1,200 pounds and fitted with all the modern improvements. This machine was replaced in 1920 with a power cutter.

As the years have passed, replacements of machinery and additions to mechanical equipment have been made until the plant now has, among the larger items, its newspaper and job cylinder press, two folding machines, two linotypes, four job presses, both hand fed and automatic, mat caster, metal saw with router and planer, paper cutters, stitcher, punch, perforater, padder, and a gas-fired metal furnace. Mimeograph service was added in 1932.

In July, 1945, orders were placed for the latest in high speed, automatic cylinder job presses and for a non-offset spray gun to facilitate high speed work. The spray gun was put into service late in 1946. Press delivery is expected, due to war and post-war supply conditions, in 1947.



The Linotype machines—1946

To enumerate all the machinery and appliances which have been added to our equipment would require too much space. A visit to our plant will better demonstrate our claim to be one of the best equipped and efficient printing plants in this section of New York State.

With the gradual addition of this machinery The Gazette has been changing its style in various ways, and it is the determination to keep up to the

best printing practice that has in large measure been responsible for the many awards that have come to The Gazette in recent years.

In line with the management's policy of ever seeking the best counsel for developing the newspaper, The Gazette brought to Rhinebeck in 1918 the late Benjamin Sherbow, who, up to the time of his death, was the foremost authority on typographic arrangement in the United States. Employed for the purpose, Mr. Sherbow visited The Gazette office, examined its equipment in detail and formulated recommendations which were adopted by the management, both in the dress of the newspaper and in the equipment of the commercial printing department.



Printing and folding—1946

There is in the public mind an idea that a print shop is a "Sanctum Sanctorum," but this is a fiction The Gazette would dispel. Should the reading of this page lead you to come and see how modern printing is done it would be our pleasure to "show you the sights."

In 1920 a large addition was erected at the rear of the building and the plant completely remodeled and equipped. The old drum cylinder press was replaced with a large Whitlock two-revolution cylinder.



Where type is set and presses operated—1946

THE BACKGROUND OF THE PAPER

Least romantic, perhaps, of all the parts of a newspaper and yet most essential to its success is the work of newsgathering, interpreting and editing. This branch of The Gazette has grown side by side with the mechanical and business end of the paper until today it is no idle boast that The Gazette stands at the top of the list of country weeklies for its editorial content.

This eminence was not easily attained. It was the result of a definite, persistent policy. Critics to the contrary, the first aim of The Gazette has been service to the community. Always before the public have been kept those things for which Rhinebeck is



Tracy Hester
Assistant to the Editor, 1916-

striving. News articles presenting the truth of every public situation are part of the policy, the attitude of The Gazette being reflected in its editorials.

Combined with these editorial policies has been a desire to use good English and to minimize those annoying errors that will creep in wherever type is used and which can only be avoided by careful proof reading. Undivided attention to these details of writing and publishing is one of the ways to success; the editor feels that his unceasing efforts have not been in vain, while realizing that what has been accomplished has been made possible by the support of reader and advertiser.



Shirley H. Strong
Society Editor



The first page of a 1946 issue

showing the nameplate specially designed by Frederick W. Goudy, greatest living type designer. The Gazette's first page has won many awards and has been reproduced in journalism and newspaper text books and treatises on make-up.

A PRIZE WINNING NEWSPAPER

While enjoying for many years the exclusive newspaper field in Rhinebeck, The Gazette has sought competitive comparison in fields far from its native heath, so the paper has been submitted in various state and national contests for excellence among country newspapers. Awards now total thirty-six.

Its first award was in 1921, when the Cornell University Newspaper Conference awarded The Gazette first prize for its editorial page, and this was followed by awards in 1922, 1923, 1925 and 1926. Inspired by these awards, The Gazette entered the national competitive field, and in 1925 received from the National Editorial Association a handsome silver cup for having the best editorial page of any weekly newspaper in the United States. In 1926, from the same association, The Gazette received second prize for the same consideration.

The Gazette's editorial page, leading all others in the weekly newspaper field, won another silver cup from the National Editorial Association in 1927 and was rated at the top of the nation's editorial pages again in the following year, although contest rules precluded an award. In 1928 the award of second place in the contest for best weekly newspaper was received from the National Editorial Association. A silver cup for best press work came in 1930 from the New York Press Association. 1932 brought New York State first prizes for editorial

page and front page make-up, followed by second prizes for the same departments in 1936, a first prize for best front page in New York State in 1937 and first prizes for editorial leadership and general appearance in 1938.

In 1939, 1941, 1942 and 1943, The Gazette won the coveted designation of "All State Newspaper" in the New York Press Association contests, a rating at the top of the state weeklies. Awards for excellence in content and in editorial page make-up were received in 1940 from the state association. First awards in commercial printing were won in state competition in 1942, 1943 and 1944, two of them being bronze plaques.

Under date of April 17, 1945 from Chicago, Illinois, Mr. Strong received the following telegram:

RHINEBECK GAZETTE AWARDED FIRST PLACE
GENERAL EXCELLENCE CONTEST WEEKLY PA-
PERS OVER FIFTEEN HUNDRED CIRCULATION.
DON ECK
NATIONAL EDITORIAL ASSOCIATION



A view of the Stockroom — 1946

The selection by the National Editorial Association of The Rhinebeck Gazette as the best weekly newspaper in the United States in the unlimited class of papers with circulation of 1,500 or over brought the following letter from the manager of the New York Press Association:

NEW YORK PRESS ASSOCIATION
Central Office The Castle Syracuse 10, New York
William J. Oertel, Manager

May 4, 1945

Mr. Jacob H. Strong, Jr.
The Gazette
Rhinebeck
New York
Dear Jake:

Congratulations on your winning first place in the general excellence contest for weeklies of over 1500 circulation in the recent NEA Newspaper Contests.

While I was in Chicago for the recent meeting, I had a talk with the chairman of the contest selection committee and he said that your paper was easily the best in the group.

Again, my sincere congratulations on your "hitting the top" in the recent national contest.

With best personal regards,
Sincerely,
Bill

The Gazette's first national recognition came in 1925 and its latest twenty years later, in 1945, bringing an overwhelming flood of congratulatory mail and requests for sample copies, not only from newspaper publishers and editors, but from college and university schools of journalism.



IN CONCLUSION

Should the comment be made that this sketch of The Gazette is not all-inclusive, let it be remembered that there can be no really complete history of The Gazette except itself—the files, in which for one hundred years Gazette men have drawn their picture of life's procession in Northern Dutchess.

The Gazette is a member of the New York Press Association, the National Editorial Association and the Audit Bureau of Circulations.



THE GAZETTE'S PRIZE RECORD



- 1921—Editorial Page First Prize Cornell Newspaper Conference.
- 1922—Editorial Page First Prize Cornell Newspaper Conference.
Front Page Make-up Second Prize Cornell Newspaper Conference.
- 1923—Community Welfare Article—Second Prize Cornell Newspaper Conference.
- 1925—Editorial Page First Prize Cornell Newspaper Conference.
Editorial Page First Prize (Silver Cup) National Editorial Association.
Best Community Work—Honorable Mention National Editorial Association.
- 1926—Editorial Page First Prize Cornell Newspaper Conference.
Editorial Page Second Prize National Editorial Association.
Best Weekly Newspaper—11th Place National Editorial Association.
- 1927—Editorial Page First Prize (Silver Cup) National Editorial Association.
- 1928—Editorial Page First Place "hors concours" National Editorial Association.
Best Weekly Newspaper Second Prize National Editorial Association.
- 1930—Best Press Work First Prize (Silver Cup) New York Press Association.
- 1932—Editorial Page First Prize New York Press Association.
Front Page Make-up First Prize New York Press Association.
- 1936—Editorial Page Second Prize New York Press Association.
Best Front Page Second Prize New York Press Association.
- 1937—Best Front Page First Prize New York Press Association.
- 1938—Editorial Leadership First Prize New York Press Association.
General Appearance Superior Award New York Press Association.
- 1939—"All New York State Weekly" New York Press Association.
- 1940—Excellence in Content New York Press Association.
Editorial Page Make-up New York Press Association.
- 1941—"All New York State Weekly" New York Press Association.
- 1942—"All State Newspaper" New York Press Association.
Commercial Printing Superior Award New York Press Association.
- 1943—"All State Newspaper" New York Press Association.
Commercial Printing First Prize (Bronze Plaque) New York Press Association.
- 1944—Commercial Printing First Prize (Bronze Plaque) New York Press Association.

- 1945—General Excellence First Prize National Editorial Association.
 Content and Appearance First Prize New York Press Association.
 Editorial Page Tie for First Prize New York Press Association.
 Commercial Printing Two Third Prizes New York Press Association.
- 1946—Content and Appearance First Prize New York Press Association.
- 1947—Content and Appearance First Prize New York Press Association.
 Editorial Page Second Prize New York Press Association.

ALONG THE ROW

I love to see the scribes at work,
 It fills my soul with joy;
 I love to hear the desk man shout
 "Hey! You there! Copy boy!"

I love to see a speedy man
 Turn out a corking head;
 I love to see the Linotype
 Turn written words to lead.

I love to hear the presses roar
 Away down underground.
 I love to watch the big white rolls
 As swiftly they're unwound.

I love the smell of printer's ink—
 I love the game I do.
 And once a week, Oh! happy day,
 I love the cashier, too!

—Editor and Publisher.



THE GAZETTE IMPRINT

The imprint is the printer's trademark. It is not necessary that it be registered at Washington, as trademarks are, but it is to a business what a man's face is to his personality; both quickly recognized by those who have seen them often before.

The use by printers of decorative devices dates back to some of the first printed books. One of the most famous is that adopted in 1481 by the Society of Printers of Venice. Nicholas Jenson is supposed to have originated the design, composed of a circle and a double-cross above it.

Elbert Hubbard adopted this device in his Roycroft Shop in 1896. He interpreted the device thus: "The circle is the emblem of the perfect or complete, and the lines puncturing the circle, the attempt to make a perfect article." The Gazette's imprint was designed by Ernest Hamlin Baker.

The goal of precision is the one for which The Gazette strives; so the circle was adopted as part of its imprint. The shop endeavors to make this mark a synonym for clean work, prompt delivery and satisfactory value.

A LITTLE SHOP

Let but a little shop be mine—
A little shop where I can hear
One motor hum and see the shine
Of brand new types and watch my sign
Swing in the atmosphere.

Let but a little shop be mine—
A shop with inks as black as jet,
Inks yellow as the moonbeam's shine
Inks greener than a creeping vine
Inks whiter than Jeannette.

Let but a little shop be mine—
The firelight dancing o'er the floor;
My types, my press, my creaking sign,
A little booklet to design,
And I'll not ask for more.

—*Inland Printer.*