A BRIEF HISTORY OF THE MACON TELEGRAPH

with an introduction

on

THE GEORGIA PRESS

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AN
INTRODUCTION

THE GEORGIA PRESS
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It seems that journalism has been preceded in all countries by literature. The colonists of Georgia produced a crude literature before they had a newspaper of their own. The problem of existence was paramount in the minds of Georgia's early settlers and they did not have the time to devote to learning which is essential to a great literature and a fine culture. The newspaper particularly, had no field when the state was sparsely inhabited and menaced on all sides by hostile enemies. Some of the most prosperous colonists who had come over with Oglethorpe brought incomplete libraries with them, but there was little opportunity for literary culture while the newcomers were negotiating treaties with savage tribes, building cabins, and defending their homes against the Spaniards.

It is not hard to understand why the Georgia colony did not take to the field of writing and publishing when we acquaint ourselves with the circumstances which surrounded their coming to America and the attitude of their home country toward the press. In England, at this time, the publication of a newspaper was regarded as a breaking away from the foundations of government. The followers of Oglethorpe had come to Georgia seeking a new beginning at all hazards, and the hazards were numerous and trying. Hostile natives, angry Spaniards, and a wild, unexplored wilderness, offered no spark to fire the pen.
of the journalist, if by chance a journalist happened to be among the settlers. There was a future place for the Colonial journal however, and it was destined to explain to the mother country the spirit of the colonists and their new attitude and use of the newspaper.

Among the first papers written in Georgia were some sketches written by Oglethorpe about the colonies of Georgia and South Carolina. The documents were plain and business-like and could receive no recommendations because of a bad style. Some of the early governors, officials, and citizens wrote vigorous political letters, addresses, and appeals, during the Revolutionary period, but we look in vain for anything among them that is noteworthy enough for preservation on account of its literary merit. The leaders of the Georgia colony were too busy making history and had no time to write it.

The truth of the matter is, Georgia merchants were handicapped for a period of about thirty years after the founding of the colony, in getting their goods advertised before the people, and were compelled to run notices in the papers of South Carolina, located at Charleston, which was quite a distance from their purchasing field. The papers were several days coming from the Carolina city and even though they had arrived at a timely hour, there could be but little benefit reaped from the advertisements by the merchants, since only a very few Georgians subscribed for the papers.

THE COLONIAL PERIOD

The editor of the Colonial period looked upon his work
more as a trade than as a profession, and found many difficulties to overcome in order to get out his paper. The early Colonial editor was constantly in need of paper since it had to be imported from Europe. Later on in the period however, about the time the "Gazette" appeared in Savannah, representing the state for the first time in the world of newspapers, there sprang up over the country several paper mills where the editors could, usually after considerably delay, secure paper for their sheet.

The Colonial editor also found that his trade demanded tools and that these tools were not always available, often bringing about serious handicaps. England was the home of the type and the presses, and in order to install a new outfit directly from the factory in England, it required the publisher to be in good shape financially, and it seems that few would-be editors in that day were blessed with worldly goods, which fact resulted in their buying second hand presses to start with. The presses were the constant cause of worry to the editors after they were installed, being made of wood and easily broken. They were inadequate in size too, a pull being required for every side of a sheet printed. Christopher Sower began to turn out hand presses at Germantown, Pennsylvania, in 1750, but it was a long while before they were widely distributed and declared practical.

All reliable printing inks still had to be gotten from abroad. Several substitutes were introduced as "American made", among these being the "berry ink", made from the juices of wild berries. None of these proved worthy substitutes however, and it was not until well past the middle of the eighteenth century that a reliable ink was made in this country.
The gathering of news in the Colonial period was one of the chief problems of the publisher. Winter weather, which today is not considered, was one of the greatest handicaps to the gathering of news. The roads would become impassable and the post riders were often compelled to abandon their routes until warmer weather melted the snowdrifts. The paper would often freeze in the poorly heated print shops and cause a delay in issuing the paper. There was no "wandering Jew" reporter who heard all and saw all, and to whose enterprise modern journalism and the public owe so much. Editors languished more at ease then and were content to print the events that came to them, already written, from the hands of interested subscribers. Long-winded political essays, clippings from essays and exchanges, and anonymous contributions, furnished the bulk of the reading matter.

At the time of the appearance of the first gazette in Georgia, practically all the newspapers of the colonists were printed on half sheets. There was a great variety of shapes and sizes, caused, not only by the scarcity of news, but more frequently because of the lack of paper. The journals of the day varied a great deal in their style of topography, but it was seldom ever that an editor used more than one variety of type in any one issue. One of the distinctive characteristics in the make-up of the Colonial papers was the use of a large capital letter at the beginning of the most important news item, while the capitalization of all nouns and any other words decided upon by the printer, was a frequent practice. It has been said by some that the early editors possessed dictionaries, specially prepared for themselves and would spell words in their
own fashion.

Georgia had the privilege of boasting of a printing press some twelve years before the battle of Lexington, when the "Georgia Gazette" was brought out by James Johnson at his printing office on Broughton Street, in Savannah, April, 7, 1763. It was the first newspaper in Georgia and the eighth to appear in the colonies. It was forced to suspend publication November, 1, 1765, on account of the Stamp Act, but was revived again on May, 21, 1766, and was published until the middle of February, 1776.

There was no local news contained in the sheet except the arrival and departure of vessels in the harbor, some traffic items, and a few statistics. The Charleston and Savannah editors established a medium of exchange in the form of travelers going from one of the cities to the other. An article of interest concerning one of the cities would be published by the papers of the other city and so on until a fine interurban relationship was established.

The local column was soon developed however, when resistance to British oppression began to bear fruit in news items. The first call for the patriots to assemble in Savannah was given through the columns of the "Georgia Gazette" on July, 14, 1774. The Liberty pole, in front of Tondee's Tavern, was the meeting place on July, 27, following.

Before the Revolution the "Gazette" was completely under the control of the royal governor, Wright, and later it seemed to follow the fortunes of the dominant parties, whether they
were Royalists or Patriots. It contained many of the proclamations and resolutions of those days, all of which may be found reproduced in the histories of Stevens and Jones.

The second paper to appear in Savannah was distinct from the first, although bearing somewhat a similar title. It was the "Royal Georgia Gazette" and started in Savannah on January 21, 1781, under the editorship of John D. Hammerer. It survived into the year 1782. James Johnson, founder of the first "Gazette" was connected with this paper.

"The Gazette of the State of Georgia" was the name given to the sheet brought out by James Johnson January 31, 1783, and was the third "Gazette" with which he had been connected in Savannah. The name was finally shortened to "Georgia Gazette", the same as the first journal published in the state. The paper ran until 1799 when it was suspended. The paper failed to appear for only a short time after the great fire which visited the city of Savannah in 1796.

The "Georgia Gazette" had an opportunity to immortalize its name in the eyes of all Georgians in 1787, when the call convention of the Georgia legislature was held in Augusta on October 13, of that year. The proceedings of the convention are lost and nearly everything in connection with it, except probably the bare fact that the convention ratified the proposed Constitution of the United States, which was the reason for the call meeting. Either the lack of enterprise or the failure of the editor of the "Gazette" to scent the significance of such a convention, caused very nearly nothing to be said in connection with it in the paper. "We have the pleasure to announce to the
public that on Wednesday last the convention unanimously ratified the Federal Constitution", was the only notice carried.

It seems rather strange that the home of the first Georgia newspaper, Savannah, should be today such a poor field for the press. The truth of the matter is, the field has always been a poor one because of the geographical location of the city. The city is not lacking in journalistic traditions, but this alone cannot build up a strong constituency. On one side the city is cut off by the sea and a marshy river bottom, while the other side fronts a large section of land that is not as productive as other sections of the state, and furnishes a poverty stricken community for a newspaper.

INDEPENDENCE AND EARLY NINETEENTH CENTURY PAPERS

The period discussed above under the heading "Colonial Period" is not truly the Colonial period. The real Colonial period of the press is supposed by most historians to have ended about 1760, but the early Savannah papers could hardly be classed under any other head since they were entirely characteristic of that period and also closely related in years. Journalism in Georgia was slow to expand after its early beginning in the port city, and nothing important developed in the press until Augusta took the writing fever under the spell of a rising republic and one that had only recently declared its independence from the mother country.

Augusta enjoys the distinction of being the home of the oldest paper in the state now in existence. The "Augusta Chronicle" is the paper's name and was founded in 1785. The "Constitu-
tionalist" was incorporated into the "Chronicle" in 1799 and the paper was known as the "Augusta Chronicle and Constitutionalist". Mr. James M. Jones was editor of the "Chronicle and Sentinel" as the paper was called for sometime. He was assisted just before and after the Civil War by V.M. Barnes.

The "Augusta Constitutionalist" under James Gardner from 1850-1860 was the most potential political paper we have ever had in Georgia, and Gardner would have been governor on the strength of his editorial powers, but for an early indiscretion. The two Wrights of the "Constitutionalist", Ambrose and Gregg, were two brilliant writers. The younger, H.G. Wright was a witty and felicitous paragrapher, capable of heavy work, and yet with a singularly happy fund of keen, hearty humor.

The controversy in 1850 between the "Chronicle and Sentinel" of Augusta and William W. Smythe, whose father, James M. Smythe, was once assistant editor of the paper, resulted in a duel between Tom Thomas, of the paper, and Smythe, in which Smythe, at the third shot, was wounded in both thighs.

The city of Augusta has always been a center of journalistic activity. During the thirty year period when Georgia depended upon the papers of Charleston for their news and advertising columns, Augusta was in closer touch with the Carolina city than any of the other Georgia cities and this fact, no doubt brought about an earlier development in the newspaper field.

"The Washington News" was founded in 1800 by Alexander McMillan, and was first known as the "Washington Gazette". McMillan was succeeded at the head of the paper by Colonel David R. Hillhouse, who operated in connection with the paper the first
job printing office in the interior of the state. When Colonel Hillhouse died in 1804 his widow took charge of the establishment and conducted successfully both enterprises. She even published at one time the laws of the state of Georgia. Not only was she the first woman editor of the state, but also the first official state printer.

In January, 1802, "The Georgia Republican" made its appearance in Savannah. It was a semi-weekly and owned and edited by John F. Everett. If we consider the three gazettes with which James Johnson was earlier connected with as being the one and same paper, the "Republican" was the second paper to exist in Savannah. In 1807, John J. Evans was associated with Everett and the paper was changed to a tri-weekly with the name "Republican and Savannah Evening Ledger". In 1810 Evans took entire charge and was succeeded by Frederick S. Fell as editor and proprietor. A. McIntyre became a partner in 1817 and the paper was soon enlarged and changed to a daily for a few months, after which it returned to its tri-weekly issues. This was the first attempt to establish a daily press in Georgia and the futility of the enterprise was soon seen. The scattered and partially uninterested population could not be induced to lend the proper support for such an undertaking.

When Savannah was taken by Sherman in 1864, John E. Hayes, a war correspondent of the "New York Tribune", who was with the army, seized the "Republican and Ledger", under instructions from the Federal commander, and took charge as editor, remaining in that position until his death in 1869. In 1878 the subscription list was sold to the "Morning News". At first the paper was on
the side of the Republican or Jeffersonian party, but after 1828, when it was the champion of Andre Jackson, it went over to the Whigs and did good work for that party, although it did not support Winfield Scott for president. It opposed secession vigorously, but when Georgia went out of the Union it was loyal to the state and the Confederacy, until the invaders took possession of it and turned it over to the Republican editor.

The "Savannah Georgian" started in 1818, with John M. Harvey, as editor. It was a bright paper, but the editor unfortunately differed with his constituency in regard to many important matters, there not being a good understanding between him and the public. The people did not patronize the venture very liberally and Harvey sold out to I.K.Tafft and H.J.Finn. In leaving Savannah, Harvey wrote a poem in which he heaped curses upon the city, enumerating in it every bad detailed feature which he thought was connected with Savannah. The paper came under the control of Albert R. Lamar, until 1859 when it was suspended. Lamar was one of the most brilliant editorial writers ever known in Savannah.

The "Savannah Museum" was founded in 1820, but after running a few years was forced to suspend. The field was too narrow at that time for another paper.

One of the most influential political papers of Georgia is the "Macon Daily Telegraph", founded in 1826 by Myron Bartlett. The paper progressed as a weekly until 1860 when Joseph Cisby, one of the greatest editors the state has had, started publication of the "Telegraph" as a daily. The "Journal & Messenger" ran for many years as a rival publication and many editorial battles
were waged by the editors. Joseph Clisby and C.R. Pendleton are probably the two outstanding editors since the paper's existence. During the Civil War the scarcity of paper and ink caused the "Telegraph" to raise its subscription rates to one hundred and twenty five dollars a year, this being the highest priced subscription of any paper ever published in the United States.

The oldest news and political weekly in the state is the "Milledgeville Union & Recorder". The paper was a combination of the "Southern Recorder" and the "Federal Union" in 1872. The "Recorder" was established in 1819 by Grantland and Camak, who sold to Grieve and Orme. The "Union" started in 1825 as the "Statesman & Patriot" and sold to Henry Solomon, when the name was changed to "Union" in 1830.

Probably the next oldest paper is the "Columbus Enquirer-Sun", founded in 1828 as the "Enquirer". A.R. Calhoun of Philadelphia, bought the paper in 1874. He made things lively and cut about men and measures in a manner somewhat unusual to our quiet newspaper experiences, and kept in an incessant turmoil of editorial and personal conflict. In 1875 he bought out the "Sun" and adopted the name "Enquirer-Sun". The paper has always been typographically up-to-date, and was made a daily in 1858. John King took over the paper in 1878, and was probably the greatest editor the paper has ever had.

The newspaper history of Athens is interesting and dates back to 1816, when the "Southern Banner" made its appearance. The paper was edited by Albion Chase and Alfred Nesbit, and was the only Democratic paper in that part of the state for a while. Athens' first paper was brought to the city in a wagon from
Philadelphia by Rev. John Hoge, a Presbyterian minister. The sheet soon died. After the first experiment another small paper was published by Samuel Wright Minor, who was the first editor to hoist the name of General Jackson for president. Jackson remembered him for his assistance and made him official printer of the laws of the United States, even after he had moved his offices to LaFayette, Georgia.

The "Athens Banner" was bought by J.T. Waterman in 1880. Waterman is really one of the original members of the Georgia press. He was cultured, refined, fearless, honest, and immovable in his convictions, and a keen, witty paragrapher, and a modesty that ran to shyness in his manners.

The religious press of the state has been ably represented by two outstanding papers, the "Christian Index" and the "Wesleyan Christian Advocate". The "Index" was established in 1820, and is the official state organ for the Baptist denomination, while the "Advocate" was founded in 1837, being the organ of the Methodist faith.

MIDDLE NINETEENTH CENTURY, WAR, AND RECONSTRUCTION PAPERS

The "Rome Courier" was founded as the "Coosa River Journal" in 1843. Since 1857 the paper has absorbed four other papers by purchase or consolidation, - "The Calhoun Statesman", "Cedartown Patriot", in 1858, "Chatooga Advertiser" 1874, and the "Rome Commercial" 1876. Some of the best writers of our press have edited the "Courier", notably Grady, Willingham and Harris.

The "Savannah Morning News" was the product of 1850 and
has ranked as the leading daily of the city since. W.T. Thompson was its first editor. The "News" was one of the first dailies in Georgia to organize a good system of correspondence in Washington and other cities, and it was the first to equip itself with those conveniences of machinery which are now considered indispensable in all first class newspaper offices. It had the first folding machine and the first mailer in Georgia. It bought new and improved presses and year after year the paper kept pace with progress, increasing its telegraphic service from 1800 words a day to 6000 words a day. Under the powerful editorialship of Colonel Thompson the "News" became one of the most influential journals of the South, financially successful, boldly enterprising, independent and dignified. Colonel Estill, who was later with the paper had a cool self-control, keen judgment, and firm nerve. He was a great executive, being the head and director of railroads, benevolent societies, and press associations.

The "Sandersville Herald and Georgian" started in 1841 and the "North Georgia Citizen" followed in 1847. The "Citizen's" first name was "Mountain Eagle" and was edited by Ware and Hyatt. Its name has been changed often- "The Spirit of the Times", "North Georgia Times and Citizen" and so forth. It was partially destroyed by fire by General Sherman's men and suspended for a time. Its policy has been democratic and conservative through the years.

The "Southern Enterprise made its debut in 1855 in Thomasville, and the "Monroe Advertiser" was founded at Forsyth in 1856. Joel C. Harris started his brilliant career with this paper.

Several short-lived weeklies were started between 1840-
1860. The "Southern Confederacy" deserves some mention, being a weekly founded in 1859 by Dr. James P. Hambleton. The paper in a short time became one of the most violent secession papers in the South. In 1860 it published the famous "black-list" of Northern Republican merchants, advising all Southerners not to trade with them. Atlanta was the home of the sheet.

The first daily newspaper published in Atlanta was known as "The Intelligencer". The sheet was edited by Major John H. Steele and owned by Judge Jared I Whitaker. Steele began his work in 1851 and was a power in the press of the state in 1871. He was a cultured editor of the old school, and his thorough acquaintance with politics and public men made him a valuable man in his profession. "The Intelligencer" was a Democratic paper, and during Governor Joseph E. Brown's four gubernatorial terms, embracing eight years in all, it rendered substantial services to the party, as it was the leading daily in North Georgia. Major Steele always furnished a thoughtful and well written editorial page. He was particular about fine points and believed in a dignified discussion of political issues. When the occasion required it the Major called to his assistance the ablest pens in the state, and under his management for some twenty years it was considered everywhere as an enterprising and influential paper for those times. Even during his six years connection with the paper after the war, when age and disease had greatly impaired his usefulness, he was noted for his clear head, remarkable memory, and the readiness with which he wrote his political leaders.
The "Warrenton Clipper", so far as can be ascertained, is the only war born paper in existence, it having been founded in 1863. It has had a stirring career, and one of its editors was murdered.

The "Marietta Journal" was issued when the town was in ashes and garrisoned by Federal troops. It served a good mission and gave hope to the county. It fought reconstruction boldly and was menaced time and again.

The "Newnan Herald" was started in 1865 and the "Valdosta Times" followed in 1867.

Many daily papers have sprung up in Atlanta only to die after a short existence. Shortly after the war the "Intelligencer", "Opinion", "Commercial", "Sun", and "News" gave up the ghost and they were followed by the "Times", "Telegram", " Transcript", "Nickel", "Evening Herald", "Commonwealth", "Tribune", "Post- Appeal" and others.

The outstanding and remarkable paper in Georgia is the "Constitution" founded in Atlanta, June 16, 1868. For wit, enterprise, push and success, it has had no peer in the South except probably the "Louisville Courier-Journal". Dramas and romances have come in the paper's career while duels and libel suits have contributed their share to the excitement of the "Constitution's" life. The paper was founded by Carey W. Styles & Company, with Colonel Styles himself at the editorial helm. His was a red-hot administration with a never ceasing and bitter fight on radicalism. The journal had a romantic time during the days of reconstruction and was changed into a stock concern in 1872. Five dueling affairs were engaged in by its editors and
proprietors during the days following the war, after which the paper took root with the people and began to grow with a firm basis for future prosperity. Under the leadership of Colonel I.W. Avery in post war days, the paper fought a steady conservatism, refused the patronage of the Bullock administration and combated every measure of evil. The paper was made strong anti-reconstruction under Colonel Styles and became the leading Democratic organ of the state. In 1880 Henry W. Grady purchased a fourth interest in the paper and became managing editor. Grady's actual connection with the paper began while he was a student at the University of Virginia, where he wrote boyish letters of gossip for publication. Colonel Avery was struck with the unusual vivacity and grace of the communications and in accordance with his policy of making superior correspondence a specific feature of the paper, he encouraged the boyish writer.

When the first press excursion was scheduled by Superintendent Hulburt of the State Road, Colonel Avery telegraphed Grady who had left school and returned to his home in Athens, to represent the "Constitution" on that occasion. Grady's letters under the signature of "King Hans" were the best of the hundreds written then, and were copied by the state press. This experience turned the boy into his native paths of journalism.

In the course of ten years Grady made the "Constitution" famous as the leading paper of the South. His methods increased the weekly subscription list to 150,000 and the daily was proportionately successful. He was a journalist Napoleon and no department escaped his close scrutiny. He had no superior as a political editor, but he never lost his interests in the literary
features of the paper, and the local reporters never made a scoop or did any exceptionally good work without receiving substantial encouragement from him. Colonel I.W.Avery of the "Atlanta Herald's" staff wrote of him;" He was a composite character. He had genius of a high and varied order, and combined qualities remarkable because seemingly inconsistent. With a glittering imagination he was self-poised, tactful and just. Passion never controlled him in large matters, and no man ever subordinated prejudice and temper to the success of his cause with firmer will than he. He was a cool user of all needed discretion, and his forebearance and self-command were marvelous."

The "Atlanta Sun" was the name of a daily in existence from 1870 to 1874 and had the distinction of once being edited by Alexander H. Stephens. Stephens was not successful as managing editor of the paper. He wrote his editorials from his home in Crawfordsville, more than a hundred miles distant, and it was a common thing for one of his leaders to fill five columns. He could write able political essays but short and timely editorials and paragraphs were beyond his reach. His paper was a financial failure and when it was suspended Stephens lost a considerable amount of money.

The "Griffin Daily News" was founded in 1871. It has always been a staunch little paper, steady, true, and conservative.

The "Columbus Times" started in 1875 in its second career, being the outgrowth of an anti-war journal.

The "Atlanta Post-Appeal" was established October 1, 1878, by Colonel E.Y. Clarke. The "Post-Appeal" was called the war paper of Georgia. It generally took the opposition to the majority and made matters lively. It slashed right and left and had a large amount of vim and enterprise. It once had on its staff Colonel Sawyer, one of the strong men of the Georgia press, and Wallace Reed, a graceful and strong writer in Georgia journalism.

Of afternoon journalism in Savannah it may be said that the "Times" was the first paper to make a success. It was founded in 1882 by Richardson and McNally. Its successor is the "Savannah Press" which has made a good record under the directorship of P.A. Stovall. The first issue of the "Press" appeared November 19, 1892. The paper was printed, then, as now, by the Savannah Press Publishing Company, Mr. Pleasant A Stovall being the principal owner, publisher, and editor. The "Savannah Press" was literally established in a graveyard of afternoon newspapers. For a long period of years previous to its appearance, a number of afternoon papers had appeared for a short while, but had failed of support. Stovall, who had been editor of the "Augusta Chronicle", "Athens Banner" and other papers in Georgia, saw an opportunity to give the people of Savannah a paper they would support. The paper has lead the newspaper field in Savannah by being the first to establish a regular society department, the first to print a colored comic supplement, and the first afternoon paper to have an Associated Press franchise, and later to install the full leased wire service of the Associated Press. The paper has always been Democratic.
The Georgia press has participated actively, not only in the politics of the nation, but also of the state. To review the Colquitt race for governor of the state will give some idea of the influence of the printed page on the minds of Georgia voters. When Alfred H. Colquitt ran for re-election in 1880 a large majority of the state papers took ground with him, led by the state's four powerful dailies; "The Atlanta Constitution", "Augusta Chronicle & Constitutionalist", "Savannah News", and the "Macon Daily Telegraph & Messenger". The strongest opposition to Colquitt was in the cities and towns, and all of these papers had a noisy and vigorous sentiment to antagonize. In Savannah and Macon it was especially bitter. Colonel Estill in Savannah was menaced by the loss of patrons and business. Colonel Estill, with cool nerve, pursued his course, regardless of the pressure, while Colonel wrote some of the best leaders of the campaign. The four Titans of the press wielded a prodigious influence. The "Columbus Times" later came out for Colquitt and put in some telling blows. The "Columbus Enquirer-Sun", "Savannah Recorder", and "Augusta News" kept the liveliest sort of fusillade on the Norwood side, and well exemplified the power of an earnest press. The "Augusta Chronicle" probably made the fairest statement of all the papers. It commented; "Candor compels us to say that Colonel T.M. Norwood is no stump speaker. His two speeches in the senate led the people to believe that he was a gentleman of oratorical power. He has no magnetism whatever, and as a public speaker he is not above the grade of mediocrity. Our whilom senator is no match for Governor Colquitt on the stump."

Effective work was done in all parts of the state by
enthusiastic coadjutors of the Colquitt cause. A series of unusually trenchant and argumentative articles appeared in the "Macon Telegraph & Messenger" under the signature of "No-Axe". Their author was Walter B. Hill, Esquire, one of the foremost young lawyers of the state.

The weekly press of Georgia has always included a number of clear-headed, outspoken, independent, and well informed editors. The weekly press has given vent to the quiet and philosophical side of life, and has dealt, not so much with the fact of news, like the daily journal, as it has with the application to life and society. The Georgia weekly papers have some remarkable instances of original and striking individuality, and can probably number as many potential and successful thinkers and workers as the press of any state in the Union.

CONCLUSION AND THE FUTURE

Take it all in all, Georgia has as bright, independent, and gifted journalists, and as newsy and vigorous batch of papers as any state in the Union. Our press typify admirably the sturdy and self-asserting character of our people, and blend a sparkling vivacity with resolute conviction and an admitted ability. It is a matter of undeniable truth, that there has been in the past, and are today, more notable and brilliant men that have illustrated and adorned our journalism than any state, North, East, West, or South. We have men that can be pitted against any workers on the continent, witty, tasteful, scholarly, discriminating
masterful spirits of the pen, whose labor finds a ready market in the metropolitan papers of largest circulation and the most critical magazines of the time.

Our ablest statesmen, jurists, orators, and business men have been many of them connected with our state press. Some of the most powerful names among our people have vivified and given it honor,—among them Alexander H. Stephens, General A.R. Wright, Judge Cincinnatus Peeples, Governor H.V. Johnson, General Mirabeau Lamar, Colonel James Gardner, General Henry R. Jackson, Senator William M. Browne, Albert R. Lamar, and many others. Of the daily press of the state we can point to Walsh and Randall of the "Augusta Chronicle", Moore of the "Augusta News", Howell, Finch, Grady, and Harris of the "Atlanta Constitution", Clibby and Reese of the "Macon Telegraph", Thompson and Richardson of the "Savannah News", King and Lamar of the "Columbus Enquirer-Sun" and De Wolf of the "Columbus Times"; Dr. H.H. Tucker of the "Index", and Rev. Atticus G. Haygood of the "Christian Advocate", and Mrs. Mary E. Bryan of the "Sunny South", are all celebrities. The daily press of Georgia has always been able, enterprising and financially strong. Several of them are among the oldest journals of the country, running back almost to the Revolution days.

The lifetime fame of great journalists is more like the lifetime fame of poets, authors and statesmen, not recognized at the time, but holding in reserve commendation for post mortem days. The little differences that arise between the people and the conductors of the press are forgotten, largely, after a few years have intervened since the editor's taking off from this
life. The real greatness of the editor can be seen and appreciated only after mere differences of opinion have faded from memory. It is true with great men of other professions. The historian, in years, will not fail to record worthy endeavors from the deeds of the men that have passed.

Living them, among us today, are journalists as great and probably greater than those living with our fathers yesterday. They wield a mighty influence and right many a wrong, all of which passes our attention unnoticed because we too, are busy playing the great game of life and have not the time to study the achievements of our co-laborers and fellow men. We have some striving of our own to do if we intend having our names recorded on the books of time. The game is, after all, played single handed, every one of us trying to cross the last line first. Fifty years hence, the editor of our morning paper will probably be studied closely by the student of Journalism in our state, as being representative of the press during his lifetime and newspaper career.

Georgia's past newspaper experiences have been fraught with romance and successful enterprise, and the future shall not be less interesting and progressive, if a people, who have always lived up to their traditions, continue to go forward. Moving ahead with so much of greatness assisting from behind, we cannot help but prosper.

THE END
A BRIEF HISTORY OF THE MACON TELEGRAPH
EARLY MACON AND THE FOUNDING OF THE TELEGRAPH

The first paper published in Bibb County was the Georgia Messenger. It was issued by Major Robertson at Fort Hawkins, March 16, 1823, while the lots, upon which Macon was to be built, were being sold. The paper was only three weeks under way when Simri Rose became the senior partner of the firm and retained his connection with the paper for near a half century, until his death.

Rose was born at Old Bedford, Connecticut in 1799. During his early life he was an apprentice to the "New Haven (Conn.) Columbian Register". In the early part of 1823 he arrived in Savannah in quest of a new home and a new beginning. It was not long before he started northward through the state of Georgia and settled at Fort Hawkins, a western military post, which was just on the verge of civilization, in March, 1823. With his limited experience on a newspaper he secured a place in the office of the newly established "Georgia Messenger", as a journeyman. Three weeks later he assumed the senior partner's role, owning half interest in the sheet.

The press on which the "Georgia Messenger" was first printed was the same that had printed the "Louisville Gazette", published as early as 1796 at Louisville, which was then the capital of Georgia. The editors of the Louisville paper were Day and Healy, and during the course of their proprietorship they changed the name of the "Gazette" to "American Advocate". They sold the paper
to Mr. Wheeler, who changed the name to "Columbian Advocate". Wheeler died leaving the paper insolvent. It was not until 1820 that Major Robertson brought the paper under a new regime when he bought the press and type for thirty dollars at an auction sale, changing the name of the paper to "Sentinel". Robertson at once recognized the need for some new equipment and type in order to get out a decent sheet for those times and managed to negotiate a trade with a Philadelphia concern for some new materials. He brought his new outfit and his old press to Fort Hawkins and established the "Georgia Messenger", in 1823.

In 1824 the "Messenger" office was moved to Macon, which city had just been laid out a year before, and was located on Fifth Street. Here Major Robertson purchased a new press and in utter disgust of the worries the old one had been causing him, had it torn to pieces and burned. The new press he had bought was printing the "Dawson(Ga.) Journal" in a faithful manner, the last time it was heard of, after serving the proprietors of the "Messenger" for many years. In 1825 Robertson retired, selling his interest to Slade. The firm was then Rose and Slade.

On Tuesday morning, November 21, 1826, the "Macon Telegraph" was born in the village of Macon. The journal was a full sheet affair and was edited and published by Myron Bartlett. There were certain inducements that led to the undertaking of a new paper in Macon, among them being, a population well versed in literature for people of that day, and their progressive commercial pursuits. The city was situated at the head of navigation on a beautiful river and practically in the center of the state. The climate was ideal, the elevation being high, while the land
about the territory was very fertile.

The infant settlement of Macon had made rapid strides in the short time of four years, and a certain importance, from a commercial point of view, had already been acquired. In the prospectus of the sheet there was set forth this determined note; "Though there is already one neatly printed paper in Macon, yet the peculiar situation of the times— the increasing business of the place— the intelligence, the public spirit of the community— the increasing population, wealth and importance of this section of the state,— call loudly for the assistance of another Press; which shall not only disseminate useful information, but advocate fearlessly, THE RIGHTS OF THE PEOPLE!" This was the attitude of the publisher and his early determination and fixed purposes spoke then of his successful future.

In the prospectus of the paper the editor further set forth his purposes in these words; "With regard to the Political course intended to be pursued by the editor, he presumes a few remarks will suffice:— He pledges himself to no faction or cabal. Warmly devoted to the cause of the people, his constant endeavor will be to devote his time to their interests— his highest ambition to merit their confidence. Though he does not deny a preference to the principles of one of the contending parties that agitate this State,— yet such measures, and such men, ONLY, as to him may seem best calculated to promote the public good, will receive his support, without respect to the party which claims them".

The reading matter in the first issue of the "Telegraph" was contained in several columns with special heads. The "Intelligence" column was matter brought from South America by the steam-
ship Hamilton, which had arrived at Portsmouth. Ten columns were devoted to the happenings of the Georgia legislature then in session at Milledgeville, the capital of the state at that time. Probably the reason so much space was given over to the proceedings was because the editor himself had gone over to report the meeting. He not only sent over a detailed report of all the happenings, with instructions to carry it all in the columns of the paper, but added some editorial comment in the form of a letter sent to his printer. According to his letter it seems that the legislature, because of its bulk, moved slowly and killed a lot of valuable time. The trouble prevalent at that day remind us of our present day lobbyists and long-winded representatives and some of the suggestions for improvement of the existing conditions in that day were essentially the same as they are today with our present overgrown legislative assemblies. The meeting of the body was held annually then and it was suggested by some that the meeting be held every other year instead. The question of enlarging the state house and the reduction of the representation were also discussed.

The editor's letter was published under the "Macon" column, but there was no signs of any local news notes or editorials. The editors of this period had not yet realized the importance of the local news to their paper. The editors evidently believed that all happenings in the local community were already known by all the inhabitants and that it would not interest them to be retold the events. They had not known the newspaper game long enough to discover that the success of a newspaper depended on its ability to work on the psychological phases of people. The editors had
not dreamed of the good that might be accomplished by mentioning
the name of some local personage in the columns of the paper,
resulting in their chestiness in seeing their name in print. There
is nothing that inspires the conceit in man more than to flourish
his name with printer's ink, and the sailing of the early 19th-
century editors was made rougher because of their ignorance of
this fact.

"The Minstrel" was another column in the first issue of
the "Telegraph" that ran for years. The heading of the column
was artistically decorated with wreaths of flowers surrounding
an open music book upon which lay a harp and a trumpet. Several
short and well written poems made up the whole content of this
space and they were usually signed anonymously.

Then there was the "Political" column containing some
far-fetched ideas relating to the governments of South American
countries and discussions on the powers of our government and
those of the president. The title did not altogether suit the
matter contained in the column, but was no doubt the best sub-
stitute for the proper material that could be had at that time.

The town of Macon took on life immediately after the
"Telegraph" was founded and the paper claimed that it was only
answering the demand for another journal when it appeared; not
that the paper already printed in Macon was unworthy, but beca-
use the size of the town warranted another venture in journalism.
A short sketch under the "Macon" column on November 7, 1826 con-
tained the following comment; "There is still a scarcity of build-
ings in this place, notwithstanding the great number that have gone
up during the past summer,—dwelling houses, stores, shops, etc.,
of almost every description rent readily, and at high rates. Although there seems to be no lack of mechanics in the place, it would appear that they cannot build fast enough to meet the necessities of our rapidly growing population."

The "Macon" column mentioned above was devoted to short articles on the needs and problems of the community, somewhat akin to the present day editorial, but hardly the same. The column was set off so as to show up among the other columns and was continued as a regular feature throughout the editorship of Bartlett.

Conspicuously absent was the modern day human interest story. Editors of the early 19th century were not quick to sense the unusual in news, neither did they understand the art of skillfully presenting to their readers what they were able to pick up. The weather was written up in an amusing and interesting style, and often not different from the style in which it is written today. Jack Frost and what he had to do with the chilly November mornings, was treated in this manner: "And Jack Frost, however stormy and appalling he may be in some parts of the world, is thought a good deal of here—provided he does not come unexpectedly nor stay too long. In such cases he is treated rather coolly. As he has now been looked for with some impatience for a considerable time, we may expect a pretty long visit from him."

The long political career that the "Telegraph" has had, had an early beginning. Only a few months after it was established Governor Troup was running for re-election and the "Telegraph" was his strongest supporter, taking issue with the "Augusta Constitutionalist", which paper was upholding the campaign of Mr. Forsyth.
Reporters were hardly known in the days of the early "Telegraph", but the editor would allow nothing to interfere with him in gathering news for his paper. When he was over in Milledgeville reporting the meetings of the Georgia legislature, during the first year of the "Telegraph's" existence, it required at least a week for the stories he wrote to get into the paper back in Macon, sometimes just missing one week's issue and having to wait over another week before being published. Politics was taking up a lot of the legislators' time, besides what they were supposed to be doing in the lawmaking halls. Editor Bartlett entered wholeheartedly into the discussions around the capital and secured a wealth of material for the long and fiery political letters which he wrote back to his printers for publication. He was supporting Troup for governor and through his columns wielded a great deal of influence in favor of the candidate.

To the present day journalist the articles of news as written under the administration of Bartlett would no doubt bring about a difference of opinion if compared to the modern style, but the writings were not so hard to understand even though they appear crude to us today. The following is a typical news story:

"LAMENTABLE OCCURRENCE: - Died, on the 7th instant, at the house of Mr. Samuel Simmons, in Scriven County, from a wound received by accidentally discharging, himself, a pistol, Mr. WILLIAM M. KRATTZ, of Milledgeville, age 23 years. He was a worthy and respectable young man, who had been for several years a student of medicine and bid fair to become an ornament to society and his profession and was the only stay and support of an aged mother. He was on his way to Charleston, whither he was going to attend
the Medical Lectures, when he received the fatal wound which terminated his existence in 19 hours.—Communicated."

The advertisements of the period were unusual, indirect, and varied. It was a common occurrence for one merchant to advertise the best in whiskey, rum, hardware, ammunition, and the most delicate dress goods for women, all to be sold from behind the same counter. The word "general", applied to merchandise, was never more fittingly used. One hotel in North Carolina featured its bar in an advertisement; "The bar is richly supplied with a variety of the CHOICEST LIQUORS, lately selected for it in the Northern cities by an experienced judge". The proprietor evidently realized the drawing power of his bar, and such would probably be the case today were it allowed.

Bachelors and widowers were frequently making known their troubles through the advertising columns of the press. One widower desired to express his predicament and wishes in verse, and wrote the following for advertising copy:

"There's a bliss beyond all that the poets have told,
When two are linked in the heavenly tie,
With hearts never changing, with love never cold,
Love on through all ills, and love on till they die.
One hour of a passion so sacred is worth,
Whole ages of heartless, soulless bliss;
And oh! if there is an Elysium on earth,
It is this, it is this!

A young widower of a sound constitution and a good disposition, and in easy circumstances, but of a bashful temperament, disgusted with the unsociableness of celibacy, is anxious to unite his
destinies with those of a suitable object. He expects her to possess the usual recommendations of youth, beauty, and education of respectable connections, and not altogether portionless in respect to fortune. A line addressed to B.E.G. and lodged at the post office, will open the way to further correspondence.

On account of the delays in gathering news and forwarding it to the printing office, anything of interest picked up within the borders of the state came in as if the source had been some foreign country, and the distance of a hundred miles gave a far away ring to the report. An example of a news item from within the borders of the state, with an out-of-the-way sound was a dispatch received from the executive office in Milledgeville, relative to the Seminole Indian disturbances on the Florida line. It read: "An express had been received at the executive office, with information of hostile appearances among the Seminoles, on the Florida line. It is stated that several hundred have embodied themselves and that several whites have been killed by them". Another instance of the delay in news is noted in the printing of President Adams' message, delivered December 5, in the "Telegraph" December 26. Three weeks was not considered a long time for news to travel from the United States capital to Macon.

Advertisements soon began to pick up in interest and message. The introduction of illustrations no doubt brought about a large degree of the sudden boost the papers received through the sums paid in for advertisements. Stores started an illustration campaign that brought them such returns as to cause their proprietors to take up more space with the editors and thereby insured a more progressive newspaper. Dry goods stores illustra-
ted their sections with large square boxes, the commission
business used the old fashioned hogshead to represent them,
while the steamboat and hotel companies employed appropriate
cuts to show what they had to present to the public.

The "Telegraph" was about six months old when the in-
creasing size of the advertisements forced the editor to arrange
some of them on the front page of the paper. Important news was
frozen out and placed on the less conspicuous pages, until the
morning of December 4, when the entire first page was a poster
board with advertisements of every description and size. None of
them showed up to any advantage, because of the close arrangement
and lack of reading matter to hold the attention of the subscriber.

DEVELOPMENT AND DIFFICULTIES

A count taken February 4, 1827, showed that there were
sixteen papers in the state of Georgia. Two of these were located
in Savannah, three in Augusta, four in Milledgeville, two in
Macon, two in Athens, and one in the towns of Washington, Darien,
and Mount Zion. The later years previous to this time had been a
period of rapid growth in newspaper interest and the state was
becoming settled and civilized towards the west, creating a broad-
er field for subscriptions and influence. The long drowsy spell
of literary inactivity which followed the settlers from their
homes in England, gradually began to fade away and give place to
a new development that has proven itself to be essential to the
progressive commonwealth. No planter or tradesman was considered
of the elite unless he had coming to his home regularly, at least
one newspaper or periodical. Later developments along literary and
cultural lines has proven that the stock of people who founded Georgia were originally lovers and producers of good literature, but that a season of dormancy was wished upon them by fate's broadcast of adverse circumstances.

The Telegraph was quick to take to new ideas and on the occasion of Matthew Talbot's death, September 24, 1827, introduced a new idea in Macon journalism, when the whole paper was issued in mourning. Talbot was the "Telegraph's" choice for governor in a coming primary, and not only did the editor mourn his passing with words of condolence and praise, but the column lines on all the pages were of heavy black, giving the entire paper the appearance of a journal of mourning.

In October of the year 1827 the editor chose to review the history of the "Telegraph" for the first year of its existence. With words that sounded as if the editor was satisfied with his first year, he stated; "Few papers in the Southern states, of much older date, can boast of a greater circulation; and no one, perhaps, of the same age, has so great."

Impartial history, in recording the accuracy of events during the first year of the "Telegraph's" existence, no doubt found that there was much to approve and much to condemn. Party spirit had run high and the public mind had been heated, political discussions at times being violent and acrimonious. The "Telegraph" stated its position as to the events of the past year; "To say that we have been clear of the excitement which so many have felt-or to assert that we have been freer from prejudice than our neighbors, might savor of affection and excite distrust. But, while we have not been indifferent to passing events, we have endeavored to
avoid passion—and we do say, that on all occasions, our guide
has been truth, and our aim our country's good."

During the first few years of the "Telegraph's" career,
as well as the present day, much difficulty was encountered in
collecting subscription dues. Editors plead by making dark pict-
ures to their readers and by jesting and toasting the financial
conditions. It appears that the one great obstacle in the way of
editors, the payment of subscriptions, is not a new handicap, but
has been following their footsteps through the ages. One Northern
editor toasted himself in this manner; "A PRINTER'S 12TH TOAST-
Myself—may the man who takes my paper, and won't pay me for it,
ever have money to by a primer, nor a friend to lend him one.
May he remain as ignorant as the man down yonder, on Bennett's
Creek, who never knew there was an Indian war". The following is
the way in which the editor of the "Telegraph" subjoined the toast
by completing the picture in a more optimistic light; "A PRINTER'S
13TH TOAST—The subscriber, who always pays in advance—may he
live a thousand years and never require specs".

In desperation the editor of the "Telegraph" headed his
local column, June 23, 1828, with the following; "In these piping
times of peace and hot weather, when our readers require something
to beguile the tedious lassitude of dull times, we turn in disapp-
ointment from the many sheets each mail spreads before us in the
utter hopelessness of finding anything new to interest the politi-
cian, the planter, the merchant, or mechanic". This sort of con-
fession from the editor of any paper was and is, unusual, although
the hardships of gathering news often compelled a frank assertion
as this, from the publishers. No modern day editor could be induced
to make such a confession even though there be a great lack of filling matter. Something would go in and nothing would be said that would, in any way, "show-up" the editor as being incapable.

During the second year of the " Telegraph's " life, the sheet began to take on more form as improved type was introduced, adding much to the appearance of the paper. A progressive move was inaugurated by the journal for the development of the resources of the state and the South; a movement which the paper is still sponsoring today. Commenting on the move, the editor said: "The "Georgia Journal" throws cold water upon the project of establishing manufactories in the southern states. What would its editors be at? - They would not certainly have us purchase our clothing of the Yankee manufacturers? - To purchase foreign we should be subjected to the tax of the tariff- and to depend on the slow and precarious operation of hand looms and spindles, would be uncertain and expensive; homespun having already risen to about four times their usual value.

"But why should the people of the Southern states be afraid of embarking in manufactures, even should the tariff law be repealed? Nobody disputes the propriety, nay the necessity of changing the direction of labor. The only difference of opinion is, how it shall be directed to the most advantage. Will you direct it to the culture of Indigo? That has been tried - and so has that of Tobacco - and both laid aside as unprofitable. Why not then embark a portion of your capital, or your labor, which is the same thing, in manufactures? It would be an experiment its true, but without experiences greater results can never be attained".

That was a timely note coming from an editor who had just started his public service career some two years before. It was
proof of the fact that he had his section of the country and his constituents at heart. A broad vision it was, and we of today are just beginning to realize and see the possibilities that lie ahead. Admittedly, we are weakest in manufactures and industries, and were even weaker, in proportion, a century ago when this movement was started by the "Telegraph's" editor.

The "Telegraph" got out a special newspaper edition on October 4, 1828, with this editorial comment: "A large space in our columns this week are devoted to the interest of the press. But the subject is an interesting one and an improvement of its condition is a consummation so devoutly wished for, that any space devoted to it will not be begrudged.

"It is not necessary for an editor in preserving his own rights, to avail those of his neighbors; or in establishing his own reputation that he blacken that of his own. Rival publishers of newspapers would be much more useful to the public and to themselves, did a better spirit prevail among them. As regards ourselves, it has always been our endeavor to treat our contemporaries with courtesy, and we shall continue to adhere to this rule as far as practicable."

This space devoted to the press was the inspiration of articles in the "Georgia Journal" and the "New York Enquirer" condemning the tactics used by editors and politicians through the press. For the bettering of the conditions there had been suggested a meeting of the Georgia Pressmen at Milledgeville, but the delegates failed to get together on the day set for the meeting.

The famous dispute between the editors of the "National Intelligencer" and the "United States Telegraph" as to which one
of them should be awarded the title "printer to Congress" reached the ears of the Southern editors, but was not discussed by them from any particular side, since the distance from Washington prohibited the possibility of any paper in the South being awarded the title. The "Telegraph" said in regard to the matter; "For ourselves we are too far removed from the scene to feel that interest that others do, whose situation leads them to take a nearer view of the case. We are amused by the controversy, but as the urchin said with regard to the combat between the rattlesnake and the spider, "drat me if I care which beats!"

The fact that the "Telegraph" started its career in a small and more or less isolated village is proven by an article appearing on its pages May 2, 1829. "We of the backwoods are cut off from most of the refinement and enjoyments of the city life. We have no operas theaters, no Vaux Hall Gardens, not even Fancy Balls or Masquerade. We can know nothing at all of these sublime amusements, but from description. We are doomed to live in entire ignorance of the immortal performances of Signior Garcia, of the rapture exciting Clara Fisher, and of the soul-stirring melody of the divine Signora Fortillini. And were it not that we are sometimes visited through compassion we suppose, by a caravan of monkeys, or some wheezing Count Ramatti, or other, we should know nothing at all of the world, and our money would rust in our pockets, or all go to the confectioners or missionaries".

On May 16, 1829, a peculiar insert leaf was carried by the "Telegraph". It was either a letter to the paper or was paid for as an advertisement. It was headed "TO THE PUBLIC" and read: "W.D. Bunkley, of Clinton, having refused to give me satisfaction for
his villianous conduct, I pronounce him a Scoundrel (because he wrote anonymous letters traducing my character) a Liar (because he promised to meet and fight me) and a Coward (because he has refused to do so). Signed: Sowel Woolfolk." Unless the editor of the paper was personally interested or was paid for the article as if it had been advertising matter, there could have been no other excuse for running such a declaration of hatred.

During the year 1829 the "Telegraph" was swamped by an influx of enigmas signed anonymously. Boys and girls seemed to take a great delight in answering one another's puzzles and the editor of the paper was kept busy setting up the type for trick poetry. It became one of the features of the sheet for a time, and although not lending any to the news value or to the literary stamina of the paper, the original witticisms were well received, as shown by comments from over the community. It is not hard to sponsor poetical competition in such a small community as Macon then was, once interest is aroused by the inhabitants themselves.

FIRST DAILY TELEGRAPH AND ITS FAILURE

Macon first had a daily paper on Monday afternoon, October 17, 1831, when the "Telegraph" appeared under the title "Daily Macon Telegraph". The sheet was greatly reduced in size from what the weekly had been up until that time, but was typographically neat and well arranged. The editor explained to the public: "The first number of our daily sheet is submitted today to the public. A candid public, we trust, will not condemn it for its size, nor despise it for its leanness—until time and sustenance is afforded it to grow larger and fatter upon. If then it does not present a
portly bearing, said public will be at liberty to turn up its
nose at our bantling."

The daily was not as well supported as was expected and
had a hard time existing as long as it did. Often during the year
of its run as a daily the editor found himself apologizing to his
constituents for the leanness of the sheet, saying that news was
scarce for the week and promising to do better the following week.
After the paper had lived a few days over a year it was replaced
by a semi-weekly and weekly sheet. On October, 3, 1832, the name
was changed to "Georgia Telegraph" and the page was enlarged to
nearly twice the size it had been as a daily.

The "Telegraph" never sanctioned the action of the nulli-
fiers and on February, 15, 1833 said;"Of Nullification we never
had any serious fears. It is now on its last legs. It is repudiated
in every state but one, and in that one, cannot hold out long."

The first cartoon appeared in the "Telegraph" September,
22, 1840. The illustration was a crude affair, being a drawing of
a log cabin elevated at one end to represent a trap baited and
ready to be sprung. The prop was a barrel of hard cider, and had
a treddle attachment for springing the contraption. The cut line
read;"The above is a British trap to catch voters. (Invented in
England), Dedicated to the Tippecanoe clubs. By a Democrat." It
was some sixty years before another cartoon appeared in the paper.

The fifteenth volume of the paper in 1840 came out dressed
up in a complete new type, which added much to the neatness and
appearance of the sheet. April 13, of the following year found
the page in heavy mourning again. The occasion this time was the
death of President Harrison. Besides the unusual heavy column lines
used on occasions of mourning, there was a lengthy editorial about the career of the president.

On January 5, 1841, James Willingham took over the "Telegraph" as owner, and Bartlett continued as editor. The following May the journal adopted the slogan, "The Greatest Good of the Greatest Number".

The following editorial notice was carried at the head of the editorial column July 9, 1844; "Oliver H. Prince, Esq., having connected himself with the Telegraph Establishment, the editorial department will hereafter be under his control. The undersigned will, for the present, remain in the office, and devote his attention, as heretofore, to the interest of the concern. A new management having been made it is extremely desirable that all debts due by, or to the office should be speedily liquidated". M. Bartlett.

A rival publication to the "Telegraph" was founded in Macon in 1844, but it had a short life in the face of established competition. It was called the "Republic" and was issued weekly under Samuel M. Strong and H.C. Crosby until April 28, 1845, when it was merged into the "Telegraph". In June, 1844 the "Telegraph" passed into the hands of Oliver H. Prince, who was connected with the paper in the capacity of editorial writer.

During the early nineteenth century the editorial rooms of some of the journals of the country had the appearance of a medicine cabinet, and were, in reality, the home of all sorts of pills and liquid remedies. There were a number of reasons for this state of affairs; one was that the printers were forced to supplement their incomes whenever possible, and by any means that might come to hand. The medicinal preparations then, as now, allowed
large profits. The scattered settlements of the people at that time forced each man to be the doctor for himself and family, and it was only a matter of convenience for the post-rider to bring with him household necessities in the way of emergency remedies, not only because his paper and the remedies could be purchased at the same shop, but because he was making his rounds anyway and would lose no time or money by carrying the extra provisions.

The "Telegraph" for a period of several years seemed to have an epidemic of medicinal advertisements, which filled a large portion of the advertising space with crude cuts of pills and labeled bottles, which were supposed to represent the highest degree of cures in medicine. It is probable that the "Telegraph" reaped a considerable amount of income from the advertisements and also as acting agents for the various concerns.

THE MEXICAN WAR AND INVENTION OF THE TELEGRAPH

The news that came in from the Mexican war zone was very indefinite, nearly always being supplemented by "it is rumored", or "according to the latest report". The greatest battles of the war would be over a number of days before any notice was carried that the battles had ever commenced. The general attitude of the paper would lead a reader to believe that there was not much interest kindled up on the American side of the affair. General political news nearly always took the first column in preference to any hearing from the Mexican front. There was, no doubt, a considerable amount of delay in getting the news relayed from the scene of action to the heart of Georgia, and unavoidably so. The country between the two sections being sparsely settled in wide spaces,
formed a barrier to the events that were going on. The most reliable news relative to the progress of the war came by way of boats from Vera Cruz and other points on the Gulf of Mexico. This means of transportation was slow, but in the long run was faster and more authentic than that coming over the overland route.

The serious handicap of news gathering was soon to become an easier task to the press of the land. The telegraph was rapidly coming into practical use and the service was being installed by a large number of papers. On November, 17, 1846, the "Telegraph" announced that all the market quotations were being received by "Magnetic Telegraph". The magnetism of this new and time saving invention had created a great deal of excitement and people everywhere were conjecturing as to what would be the benefits and final unbelievable accomplishments of Morse's find.

The "Telegraph" carried the following comment on the speed of the telegraph simultaneously with the announcement that the sheet was to carry the market reports: "The Kingston Chronicle says that the wires are found to work just as well upon largest as shortest lines, and were a continuous line in operation between the cities of New York and Boston, the communication would be, to all appearance, instantaneous. Were a wire stretched eleven times around the earth, the magnetic fluid would pass the distance in one second. Were a wire passed through London, Paris, Saint Petersburg, Constantinople, Cape Town, Lima, Cairo in Egypt, Pekin, and back by way of Oregon, the fluid would pass the entire distance during the pulsation of the heart.

On April 13, 1847, Oliver Prince disposed of the paper to Samuel J. Ray, who became editor and publisher. Immediately Ray
mentioned plans for improvement of the sheet and on July, 20, of that year had a report for his constituents in the form of a new paper. The unsightly advertisements were removed from the front page, and a general supply of new type with various sizes was displayed in the rejuvenated journal. This was the second house cleaning that the "Telegraph" had undergone since its birth in 1826, the first improvements coming during the second year of the paper's existence under Bartlett.

The editor was proud of the progress being made by his sheet and ran the following notice: "We this day present our readers with the Telegraph, very much enlarged and greatly improved in its appearance. It is now printed on entirely new and elegant type, contains nearly double the usual amount of reading matter, and is, we venture to hope, in no particular, inferior to any of our contemporaries." He adopted for his motto; "Character is as necessary to a state as to a private individual, and the glory of a state is the common property of all its citizens."

ADVERTISING AND POLICIES

About the middle of the nineteenth century there was a marked revival of interest in advertising. People were beginning to realize the importance of advertising and were cooperating with the editors in putting a better paper on the press. Great numbers of professional advertising writers swarmed the country, carrying cards in the papers informing the merchants that they were in position to present their wares to the buying public in the most attractive form. The charge made by these professionals was between twenty-five cents an inch and three dollars a foot, according to
quality and quantity. A typical card from one of these writers appeared in the "Telegraph" for several months. It was headed:

"ADDRESS OF JOHN HENRY JOHNSON, ADVERTISING WRITER.

I write upon Heaven, on Earth and on Hell,
On Angels above and on Angels that fell;
I write upon Nature, on Fields, Floods, and Bowers,
On Birds, on Fishes, on Fruits, and on Flowers;
I write upon Lawyers, on Sharks, and Divines,
On Gamblers, on Women, on Liquors and Wines;
I write upon Commerce, Professions, and Men,
On Peace, Love, and Warfare, again and again;
I write upon Virtues, on Passions, and Vices,
On Customs, and Fashions, on Dresses and Prices;
I write upon Coffees, on Sugars, and Teas—
In short I can write upon just what I please."

On January, 29, 1850, the "Telegraph" came out under the firm name of Ray & Ross. Ross had purchased half interest in the paper from Ray and the partnership resulted. This combination continued until the death of Ray in January, 1853. During the career of Ray & Ross the advertising grew by leaps and bounds until the entire front page was consumed by the blocked-off messages of bargains and useful and useless wares. With the initial page, which is the main news page of the modern paper, assuming the appearance of a billboard, it is only natural for one to scent commercialization on the part of the editors. Of course every editor must make a living out of his paper, but usually when an editor begins to operate his sheet for selfish aggrandizement, the news matter of his page is neglected and
allowed to run down to a low ebb. However, this generality does not hold in cases where a certain amount of wealth is already on hand and is skillfully employed to bring in still greater amounts without cutting the news and literary articles and thereby starving the readers.

The "Journal & Messenger" was for many years the rival of "Telegraph". One editorial battle arising after the "Journal & Messenger" had accused the "Telegraph" of scandalously condemning the governor of the state, lasted for many months and the replies from the two editors were sharp and at times threatened to develop into a duel. It seems that the "Telegraph" had the better of the argument judging from a comment made by the editor on April 9, 1851, which read: "We have ever refrained from anything like personalities in the editorial conduct of this paper, when unprovoked, and pass by the low and grovelling scribblers, without giving them a notice or a thought, and would not now waste a word upon the impertinent puirdility of the man who gives to the world his wild conceits through the columns of the "Journal & Messenger"; but for a gratuitous falsehood implied in a paragraph which appeared in the last number of that paper, in reply to a communication inserted in this paper, on the first instant, over the signature of "Observer". "Observer was not written by the editor of this paper. He did not even see it until it was ready for the press, and the insinuation of the editor of the "Journal & Messenger" is therefore false from beginning to end. Moreover, the writer of this is not in the habit of preparing communications for his own columns. He does not skulk behind anonymous signatures to attack anyone, neither
does he enforce that excess of prudence which forbids him to
give up the names of his correspondents whenever they are prop-
erly called for."

Samuel Ray died January, 6, 1853 and on the 11th of the
month the sheet was issued in the heaviest mourning which the
make-up man was able to design. Ray was a native of North Carol-
ina and began his Macon career as a merchant, at the same time
showing a keen interest in political matters. While under his
editorial management the "Telegraph" acquired a fine and wide
reputation. Ray not only knew how to edit a paper but he under-
stood the value of securing for his paper writers of ability. He
excelled in his judgment and did not write long articles, but
knew what subjects to write upon and how to treat them. He was
of great assistance to younger men who wielded more facile pens,
and took great delight in their companionship. Unswerving in his
political faith, he was known as an uncompromising advocate of
democracy and state rights. His articles were characterized by
great analytic strength and in the weapons of ridicule and satire,
he had no superior in the editorial corps of the state. His own
convictions were so earnest, and their truth so indelibly stamped
upon his mind, that often it seemed that he was less indulgent
to an opponent than the occasion demanded. Ray was still a young
man of under forty and unmarried when he died, dissolving the
firm of Ray & Ross.

The "Telegraph" passed into the hands of H.K.Green, J.M.
Green,and P.Tracy on January, 25, 1853, and in June of the same
year Jackson Barnes purchased an interest in the journal and the
firm name became Green, Tracy & Barnes. The name was soon changed
to Green, Barnes & Company, with P. Tracy as editor. The new proprietors stated their intentions in a few words, saying: "The Telegraph will be devoted to the interests of the Democratic party- that it will avoid all unprofitable discussions of closed questions and that it will never be found a zealous advocate of the reserved right of the several states."

When the Whig National Convention met in Baltimore in June 1852 it was dominated by a vigorous group of Southern leaders. Millard Fillmore was generally favored by Southern delegates; General Winfield Scott by the North, while a small following remained loyal to Daniel Webster. The "Telegraph" however, was one of the few southern papers that was unfavorable to Fillmore and was the chief obstacle in his way in Georgia politics. The following comment was made when Fillmore passed from office in 1853; "In a few months this declining orb will have sunk into utter darkness, and not many will care to search the musty record of the past for Millard Fillmore's name." The Whig party however, had made its last desperate effort in 1852 to maintain party unity on the basis of the Compromise of 1850. Their platform for that campaign accepted the Fugitive Slave law as a finality and this was the step that sealed the fate of the party in the South and elsewhere.

After opposing Fillmore so vigorously the "Telegraph" came out strong for President Pierce, who succeeded Fillmore. Here was an opportunity for the "Telegraph's" rival publication, the "Journal & Messenger" to make a thrust at the consistency of the "Telegraph", and the editor of this nagging paper did not fail to put the question to the "Telegraph", "How can one be consistent in opposing Fillmore and supporting Pierce", was the question. The "Telegraph"
replied diplomatically; "We humbly hope to reconcile our positions."

In December, 1853 the "New York Journal of Commerce" carried a story with the headline; "Woman Whipping in South Carolina". The story ran; "A white woman, a milliner of industrious habits, and having a large family, was convicted last week at Charleston for larceny, and sentenced to be imprisoned two months and receive one lash on the bare back." That one lash was all that was necessary to start in motion the wheels of Northern exaggeration that has characterized the papers of that section since the founding of the republic, whenever anything scandalous concerning the South arises. The "Journal of Commerce" played up the story that was of not such importance as news, much to the resentment of the Southern press. The "Charleston Courier" and the "Macon Telegraph" took up the argument and exchanged editorial flings with the Northern journal. The "Courier" went so far as to attempt to get the law in the state that allowed whippings, repealed, proving that the right thinking people of the South did not favor whippings any more than did the people of the North. The attitude of sarcastic correction on the part of the "Journal of Commerce" was the thing that angered the Southern editors, and it was not at all evident that the South generally favored the practice of whipping parties guilty of misdemeanors. Through the years the press of the North has harped on the shortcomings of the South, in, not always, the proper spirit of correction and patriotic love. Lynchings, so-called narrow-mindedness, and illiteracy are some of the South's weaknesses that we have heard about from the press of the North in no complimentary or helpful tones.
December, 11, 1855 marked a new beginning of the "Telegraph" when Joseph Clisby bought the paper from Green, Barnes & Company. Under the Clisby regime the paper was destined to have a long and eventful career, which is truly one of the outstanding periods in the journal's existence. In the early future the paper was to be confronted by the exacting problems of the Civil War and the unrest that followed. The life of any journal through such a period would have been despaired of, could the editors and publishers have seen into the future a few years. Being unable to see all the problems at once, and taking hold of them gradually as they presented themselves amid the rending of the nation, the proprietors were able, in many instances, to carry their publications through without the mishap of total discontinuation.

In leaving the paper in charge of Clisby, Green, Barnes & Company said: "While we confess to a certain degree of regret at severing our connection with the time honored Telegraph, and the friends who have sustained us in many and trying difficulties, we feel a pleasure in stating, that our mantle has fallen upon a gentleman, in every way able to sustain and increase the reputation of the paper. We have little doubt that our successor will make the Telegraph one of the ablest and most influential journals in the state, and we take this opportunity to bespeak for him the same generous patronage and support that has been extended us."

Clisby made the "Telegraph" a powerful influence over the state and he has been acknowledged as the nestor of Georgia Journalism. A few years after he had taken over the "Telegraph", Avery...
of the "Atlanta Constitution" said of him; "His writing has an Addisonian purity of style. His treatment of subjects is poised and conservative, while underlying and pervading his lucubrations there is a perennial strata of the most exquisite humor."

P. Tracy who had been editor for Green, Barnes & Company, gave a lengthy valedictory article on the occasion of his leaving the paper. He revealed two policies that he had truly lived up to in his career as editorial writer when he said; "On leaving the editorial chair I have two reflections which I shall cherish with satisfaction. The one is that I have never been found occupying extreme Southern ground, and the other, that no great man has ever made me his trumpeter, and no little man has made me his ladder."

Clisby carried a long article addressed to his subscribers in the first issue of the "Telegraph" under his supervision. He had been editor of a leading Whig paper in a neighboring state and was now explaining why he had come over to the other side. He said in part; "These reasons, though, in my judgment, sufficiently strong, are not numerous; nor do they require a very circumstantial or detailed specification. They are all found in the history and developments of the last two years, which have consigned the Whig party to a dishonored grave, and given birth to substitutes which seem to me to hold no promise of public benefit, either in their origin or composition."

Clisby was not long in bringing about a house cleaning in the "Telegraph" office. He purchased new type and started a crusade against the trite make-up of the newspapers of that day. Soon he began to carry a column of news summaries, which was an innovation
in the section of the state where the paper was published. These summaries made the news brief and accessible. The great value of so condensing news is appreciated more than ever today, with the hurry of the age in which we live.

On April 8, 1858 the offices of the "Telegraph" were moved into the new Telegraph Building on Cherry street. In speaking of the move with its improvements, Clisby said:" It boasts of three stories and a cellar - a front upon Cherry street of 30 feet and upon Third street of 80." In the new headquarters Clisby was better able to carry on his progressive work and the new surroundings soon began to tell on the neatness of the sheet.

During the same year that the paper was moved the editorial columns began to play up the advertisers and comment upon their wares, thereby enabling the readers to select their merchants with the least effort. This attention paid advertisers by the editor of the paper won the good will of the supporters of the paper and brought in a considerable number of new patrons to the advertising columns of the journal. An example of the nature of the comment is found in the following:"E. Winship has replenished his lately bare shelves with an abundant stock of clothing adapted to the season", while another comment said:"Messrs. W.W. Parker & Son, as dealers in fancy dry goods, have such an established reputation with the ladies that we will only point to their announcement of new season-able goods."

In the period just prior to the Civil War, it became the custom for jesters to send in to the papers false reports of some friend's marriage. The papers practically always printed the reports and were afterwards taken to task by the supposed-to-have-
been married parties and accused of all the blame, when, as a matter of fact, the editors were innocent of the falseness of the printed communication. The "Telegraph" printed one too many to suit the temper and patience of the editor and the unidentified and scandalous reporter was used roughly with the following comment from the editor: "In moral dignity and position he is bootblack to Satan's scullions— in manhood he is an animalcule— he is only a breathing satire on the human race— a Yahoo, of no other use in the world than to humble the balance of mankind, who have a solitary, noble thought of generous aspiration."

On September, 21, 1858, the paper's name was changed to "Weekly Georgia Telegraph".

PERMANENT DAILY TELEGRAPH ESTABLISHED

On January, 10, 1860, there appeared an article in the editorial column of the "Telegraph" that held an interest for all the middle section of the state. Clisby announced his intentions of establishing the "Telegraph" as a daily paper. He said; "Such is the anxiety for a daily in this place that we are determined to issue the first number of the "Macon Daily Telegraph" on the first day of February next, unless we shall find, upon minute inquiries and arrangements for the enterprise, that it will involve so great an expense over any possible and probable income, that we shall be totally unable to carry it through. The public may rest assured that once under way, we will do our best to gratify the prevailing desire for a live daily."

The agitation among the constituents of the "Telegraph"
had been growing stronger and stronger for three years and Clisby decided that if such a thing was possible, a daily they would have, in spite of every handicap. However, he was not willing, with all the sentiment among the people, to launch such an undertaking until he had first made all necessary investigations as to the expense of the project and the probable support he would get. There had been many failures to establish a daily sheet in Macon before this time and Clisby was well informed as to the outcome of them all. The "Telegraph" had run as a daily, greatly reduced in size, for the period of a year, but was forced to discontinue in 1852 and resume its weekly editions, on account of poor support and a small number of readers. Other journals published in the city had failed to reach such a period of prosperity that would merit a daily publication and naturally Macon and the territory about the city, were all excited over the possibilities of the new venture, that seemed about to be launched. They promised Clisby support and accepted the undertaking of the publisher as a civic burden, which was to be borne by the united population.

On January 17, Clisby called for the support of the people from the standpoint of necessity, saying: "A paper which tells you what is going on in a community—what is bought and what is sold—what merchandise is at the depots—who is in town—who has happened—what is to come off in the shape of meetings and amusements—what is to be sold at auction—what is new in the stores—what is the news by the last arrival and what Congress did yesterday—is literally indispensable."

All was in readiness for the first issue of the new sheet and the readers of the old weekly eagerly awaited its arrival.
They were not only naturally curious to see what it was like, but they really wanted to get more of the world's news and to get it before it grew stale. It was well that Clisby made all investigations and knew what he was about before bringing out the daily, and the fact that he was prepared has enabled the "Telegraph" to continue until this day as a daily without any interruptions, even through the strenuous days of the Civil War which followed during the immediate years after its establishment as a daily.

True to his promise Clisby published the first issue of the "Nacol Daily Telegraph", February 1, 1860, at the reasonable subscription rate of five dollars per year. The new daily was typographically refreshing and full of interesting matter. All the latest news was furnished by telegraph at great expense to the publisher. In connection with his daily, Clisby made a feature of his monomouth weekly, which was issued every Friday. It contained the best articles which had been run in the daily throughout the week, and gained a large circulation, and favorable comment from the press of the state.

When Clisby's first daily came out he sounded his intentions to the public with this editorial comment: "It is customary on the advent of a newspaper to put forth a regular editorial introductory in which a great many things are promised and much lofty talk indulged in. This we will preterm on the advent of the "Daily Telegraph", under the impression that the fewer promises the less are likely to be broken." It was not long after the daily was founded when the size of the page was reduced considerably. No doubt Clisby found it
hard to fill his columns at times and desired less space to fill until he and his printers had had time to adjust themselves to their new task. Much new equipment had been purchased and the paper was now housed in a new three story building. Cisby's weekly edition grew to eight full pages and was bringing in to him much praise. With the reduction in the size of the "Daily Telegraph" the editor declared that he would indulge in no more "puffs" relative to the wares of advertisers. The "Telegraph" had been accustomed to carrying favorable comment on the editorial page in reference to the goods being sold by the merchants advertising with the paper. The policy from August on was to be one of plain facts and nothing more.

In 1860 there were four other weekly papers published in Macon and every one of them was in a prosperous condition. There were four job printing offices doing good business, besides the railroads, banks, and factories were flourishing. The prosperity of the city was plainly at a greater height than it had ever been before, and with this prosperity the city began to take on larger proportions and expand its limits in order to accommodate the newcomers. The literary life of the people had been considerably added to with the establishment in 1859 of a large book depository by the Georgia Methodist Conference at the corner of Mulberry and Second streets. The depository was rushed to fill orders for the eager public and it did not require the inhabitants of the community long to absorb somewhat of a new culture.

The first story of a sporting nature to appear in the "Telegraph" was published on August 30, 1860. It was not so much related to the sport story of today as it was to a typical news
story. Judging from the contents of the story it was the custom for the fighters to fight to the finish and they were of unusual endurance according to the length of the scrap. The article read: "A prize fight between Australian Kelly and Kerrigan, the well-known New York pugilist, came off at Island Point, Vermont, August, 21, for $1000 a side. Kerrigan won the fight in twenty-five rounds occupying forty-five minutes. Kelly drew the first blood, but his opponent had the best of the fighting throughout. As usual there was a large number of the "fancy" present to witness this fight."

SECESSION AND THE CIVIL WAR

During the first part of 1860 there was a great deal of speculation in the South over secession from the Union. The question had been discussed from all of its angles, both in the North and in the South. The "Telegraph" was of the opinion that for a state to secede would mean its decay and viewed the problem as one not likely to come to the point of action. On February, 4, an article read: "How many men are there in Georgia who would volunteer to go to Rhode Island to whip her back into the Union were she to secede? Not one hundred. How many of the gallant followers of Garrison, Greeley, Phillips, and Beecher would march to Georgia to whip her back? Not one—no not one. This thing of risking one's life for a principle, and a wrong one at that, is easy to talk about but its hard to practice. This the world knows and none better than the members of the Abolition party."

On the reception of telegrams announcing the nomination of Breckenbridge and Lane, a large meeting was held in the courthouse at Macon, endorsing the nomination by a large majority of
the Democrats of Bibb county. One hundred guns fired in honor of the occasion. Clubs were formed by each of the political parties and they worked vigorously for their respective candidates. However on the day of election, all hope in the South was lost and a public meeting of the citizens of Macon convened for the purpose of adopting measures to secure their political and domestic welfare in view of the election of Lincoln.

On August, 15, 1860 the "Daily Telegraph" was greatly enlarged to take care of the increasing advertising and news that was pouring into the office. The discussions and offered compromises immediately preceding the war were making good reading matter to an interested constituency and all the space possible devoted to news was their first desire. There had been only six columns in the sheet as heretofore published, but the number now increased to eight and the paper took on the appearance of a huge news bulletin in combination with a billboard.

The first extra issued since the "Telegraph" had become a daily was brought out April, 15, 1861, on the occasion of Lincoln's call for 75,000 volunteers for the army. In regard to the proclamation Crisby said:"Our liberties are to be achieved like those of every free people who have ever lived before us, by the sword. We must achieve and we must suffer, but who can doubt that the ultimate result of this conflict will be to consolidate the whole slave-holding South in a powerful republic invincible against all foreign aggression." This was the optimism that was characteristic of the Southern people throughout the struggle. There was never a let-up of spirit from the first gun to the last dying struggle, nor was there pessimism following the conflict after
all that the South had fought for, had passed hopelessly beyond recall.

The whole South could see nothing encouraging to them as a result of the election of Lincoln. South Carolina immediately showed its distrust of the new regime by withdrawing from the Union simultaneously with the announcement. There was no cheerful note from any of the papers of the slave-holding states, and revolution in the near future was predicted by many of them. The "Telegraph" said, in commenting on the election; "To us it seems to present no other alternative than a political revolution on the one hand or a social revolution on the other—slow it may be, but as inevitable as fate itself."

The modern headline was not known to the Civil War editor, but some effort was made by them to present to their readers the importance of the events that were happening, and as a result a bold face type leading off a box-shaped column, proclaimed the war news to the people. A heavy, black face type headed the middle column of the "Telegraph". It read: "WAR! WAR! WAR! 75000 BARBARIANS COMING DOWN!" It was not long before many times that number started pouring towards the South on a march of conquest and pillage, but even then the faith of the South was not shaken.

By the middle of April nine of the twenty employees in the office of the "Telegraph" had gone to the war front. With this number away the publishing of the journal was a serious problem and seemed to be growing more perplexing every day. As a result of the shortage the daily was poorly made up and the editor or the make-up man showed evidences of catering to the whims of the advertisers. For some strange reason the advertisers desired to
have their advertisements carried on the inside pages instead of the front. To keep down strife the editor shifted the news and advertising copy from day to day. One issue would be made up as if the front page was a billboard and the following day all the war news would appear on the initial page.

On September 30, 1861, the size of the "Telegraph" was reduced again and the explanation of the editor surely must have brought the sympathy of all his readers, when he said: "Frequently we have been unable to obtain paper enough to meet our demands. Often we have been reduced to the last sheet, and compelled to risk the chances of a freight or express train for the next day's supply." The situation was then considered to be desperate, but the half was untold and could only be told after some four more years of the conflict.

During the first two years of the war the "Telegraph" carried in a box head at the top of the editorial column, the following clipping taken from the New York Tribune: "We mean to conquer them- not merely to defeat, but to conquer, to subjugate them- and we shall do this the most mercifully- the more speedily we do it. But when the rebellious traitors are overwhelmed in the field, and scattered like leaves before an angry wind, it must not be to return to peaceful and contented homes. They must find poverty at their firesides, and see privations in the anxious eyes of mothers and the rags of children." This was the curse that Horace Greeley would wish upon his fellow citizens and he wished it with an evident vengeance that cannot be understood. But that was not the only curse wished upon mortals by this metropolitan editor during his career as a journalist and politician.
Clisby must have seen the need of arousing some patriotism among his subscribers and carried the article from the "Tribune" that they might be inspired to battle to the death against such ideals. As a general rule this was unnecessary, for before the vicious intentions of the North as expressed by Greeley appeared in the columns of the "Telegraph", most of the brave sons of Georgia were already pouring out their life's blood for what they believed to be right.

Clisby's editorials during the war period were, as were those of the other Southern sheets, in condemnation generally of the Lincoln administration. This was not altogether a natural hatred growing out of the fact that the South was at war with the Union. The opinion was becoming general in parts of the South that the war was nothing more than a farce. On January 7, 1862, there appeared in the "Telegraph" an editorial declaring the war a comedy and a nuisance. It read: "The invading spirit and energy are not in them; at least we have seen no manifestation of it since Bull Run; and if we do not discover some in a few weeks, we shall consider the war a farce too, and get the Grand Jury of Bibb county to present it as a nuisance, detaining honest men from their business on a false pretense." But the optimistic sarcasm of the editor was soon to be drowned by a tidal wave of invasion, destined to wreck the homes of his constituents.

During January, 1862, General Joseph Johnston ordered all newspaper correspondents to leave the army camps, alleging that they were too garrulous and communicated facts important to the enemy. The reporters then went to Richmond to report the proceedings of a Congress that held sessions behind closed doors. The
"Telegraph" had been enlivening its columns by using the material gathered by the war correspondents and the paper expressed regrets that the news would no longer come in. The editor said; "But whether General Johnston be right or wrong it is useless to quarrel or cavil. He has in this matter the law in his own hands, and all the editorials in the world would give no remedy." It seemed that the newspapers were destined to run short on authentic war news. The reporters who went to Richmond to report the meetings of the closed-door Congress were unable to get on the inside and consequently the journals back home received no news. Many of the stories written were hearsay and could not be depended upon any more than could a rumor.

On March, 12, 1862, the Atlanta papers called a convention of all the Southern journals to meet in Atlanta for the purpose of instituting a new system of Associated Press dispatches and to seek some regulation of the price of blank paper. There was a number of minor questions relative to the wartime publication of the papers discussed during the meeting. Simri Rose of the "Macon Journal & Messenger" was elected chairman of the Convention. This meeting of the press representatives was something new in the annals of the Southern press. Many more were destined to follow in its footsteps.

PROGRESS OF THE WAR, EDITORIAL CONVENTIONS AND EXEMPTIONS

Realizing that the daily press had an important part to play in the great struggle in which the South was engaged, the Virginia legislature passed a bill in March, 1862, exempting from
military service, "one editor and one assistant editor of each daily newspaper, and such employees as the editor or proprietor might certify on honor to be indispensable for conducting the publication of a daily newspaper." At this time eighteen printers had already volunteered from the force of the "Telegraph". The printers were as willing to fight as any of the citizenry but the question was, whether the existence of a daily newspaper of large circulation was of more or less consequence to the Confederate cause, than the half dozen or more soldiers taken from its composing rooms to carry muster or pikes in the ranks.

A prominent advertisement for brass was carried at the head of the editorial column for several months during the war and the response from the citizens was hearty. Many homes stripped their hearths of fire dogs and their mantles of candle sticks, in order that the army might be supplied with the brass necessary for the manufacture of firearms. But it was soon learned that the brass was not suited to the purpose for which it was wanted and on March, 27, 1862, a notice in the "Telegraph" read: "Send no more brass. We have been advised that the household brass is unfit for ordnance, on account of the zinc used in its composition."

The "Telegraph" came out strong for the conscription law. The law was strenuously opposed in parts of the state and South, but opposition seemed useless since the law was virtually already in practice.

Some interesting facts have been recorded concerning the advertising of the Civil War period. C.B. Stone & Company ran one hat advertisement for over two years daily, without a change in the copy or arrangements of the contents. There was an illustration
in the form of a silk beaver hat with the word STONE written in large letters across the brim. The monotony of the advertisement must have attracted some attention during the long time it ran. The contents of the advertisement, in this case, did not have to be interesting, since the appearance of it every day in a regular place in the paper was enough to lead the buyers.

On January 5, 1863 another convention of the Southern press was held in Macon. The Macon convention originated with the "Montgomery Advertiser", but was to have been held in Richmond, as planned originally by the "Advertiser". The Augusta papers pulled for the convention to meet in Macon and so it was agreed to change to the Georgia city and the home of the "Telegraph". The object of this meeting as stated by the "Telegraph" was to have present at its sessions, printers, pressmen, reporters, and agents, so that a better understanding of what news really was could be effected. The convention was held with only one representative from Virginia and only a few from Georgia present. The meeting was held informally and some talk on Associated Press arrangements followed. A movement was also introduced to diminish the consumption of paper, the supply of which threatened to fail altogether. Finally the motion was made to adjourn and it was agreed to meet again in the city of Augusta on the 4th of February. The editor of the "Telegraph" as chairman of the convention, was requested to address a circular to each of the daily presses in the Confederacy urging them to send a representative to the next assembly without fail.

Friends in the North kept the "Telegraph" supplied with copies of the Northern papers and Clisby found in them much that he classed as utterly false, to his certain knowledge. He accused
the "New York Times" of lying about the Federal victories in the South. The "Times" carried a story telling of the occupation of Murfreesboro and Vicksburg when it was false. The "Telegraph" said: "It seems strange that the New York prints can amuse themselves so long and persistently in falsification. One might think that they would tire of it after so long a time, and feed their glutted appetites now and then with a little taste of truth just for a change and the pleasure of novelty."

On February, 9, 1863, the "Daily Confederate" was founded in Macon under the proprietorship of Dr. L.P.W. Andrews. The price was the same as the "Telegraph" and it looked as if the daily already published in Macon was to have a strong rival. The only comment made by Cisby on the appearance of the new sheet was; "The times are just now a little unfavorable for such an enterprise owing to the high price of printing materials, but we trust it will meet with success." The venture was a bold one and prophecy of the future of the sheet would have been wild guessing under the depressing conditions of affairs at that time.

The editorial convention which had previously met in Macon with only a few representatives present, was finally a success in Augusta on February, 4, 1863. The following papers sent delegates; "The Newbern Progress", "Columbia South Carolinian", "Augusta Chronicle & Sentinel", "Augusta Constitutionalist", "Savannah Republican", "Savannah Morning News", "Atlanta Intelligencer", "Atlanta Confederacy", "Montgomery Advertiser", "Jackson Crisis", "Chattanooga Rebel", "Atlanta Commonwealth", "Columbus Sun", and the "Macon Telegraph". Cisby of the "Telegraph" was elected president of the convention and S.G. Reed of the "Montgomery"
"Advertiser" was chosen secretary. This number was only about half of the daily press of the South, the others failing to send representatives on account of the unusually inclement weather and the inability of the editors to leave their work during the war with fewer laborers in their offices. In referring to the convention the "telegraph" said: "It was a gathering for purposes of a strictly business character, connected more particularly with the collection and dissemination of news by telegram. It was made the first of annual series of meetings, at which gathering from all parts of our widely extended Confederacy, the profession will annually renew and extend their acquaintance with one another, and re-establish and cultivate those feelings, principles and professional courtesies, the loss of which have done so much to degrade the character and diminish the influence and usefulness of the newspaper press."

The "Telegraph" saw a cheerful sign in the suppression of Northern papers among the soldiers on the Rappahannock, and believed the move a proof of the disintegration of the North. The editorial column said: "The Northern people are getting so much divided—the opposition to the war is so fierce—the criticism upon the Lincoln administration so fierce and bitter, that the government is afraid in the demoralized condition of the army to trust the soldiers with the newspapers."

After the Bath Paper Mills were destroyed by the Federals, the papers of Macon, Savannah, Augusta, and Columbus were hard pressed to find sufficient material upon which to print their news. April 6, the "Telegraph" appeared as a one page daily on account of the paper shortage. It continued as a one sheet affair until
the end of the war, with a full page edition occasionally to relieve what little overflow of news and advertising matter might have come in. The papers reached the place where they would accept subscriptions for only three months in advance, because of the likelihood of having to abandon publication.

The convention of the press in Augusta brought forth some unfavorable comment from the papers not fortunate enough to be dailies and receive an invitation to the assemblage. Some of the daily papers were not represented. The "Daily Confederate" of Macon raised a howl and declared that the "Telegraph" was the ring leader of an "unlawful combination of editors to raise the price of newspapers." The "Telegraph" defended itself in a few words; "The Augusta convention threw not a solitary obstacle in the way of any person's publishing a paper at a lower rate who chose to do so." The cry of the "Confederate" was, in truth, its death knell. It was "fighting back" at decay and suspension, then staring it in the face.

During the year 1864 the "Telegraph" ran a regular advertisement for rags. One subscriber ran this notice; "Clean cotton and woolen rags, white or colored. The highest market price will be paid by the subscriber, who is engaged in collecting rags for the "Telegraph" newspaper. Merchants in the country who have collected rags in quantities will please give me chance." The notice was signed by a prominent grocer of Macon. It seems that the citizens cooperated with the publishers and helped to keep them running by having a supply of paper on hand, even though it had to be made from old rags.

When it was learned that a Federal force was approaching
Macon, Governor Brown issued a notice to all the papers; "The enemy is now in sight of your houses. We lack force. I appeal to every man, citizen, or refugee, who has a gun of any kind, or can get one, to report to the Court House with least possible delay, that you may be thrown into companies and aid in the defense of the city. A prompt response is expected from every patriot." After this order was issued many people in Macon left the city and sailed for Europe without delay in order to escape service for the cause of the South.

The invading forces about Macon were constantly menacing the telegraph wires leading into the city and several times the "Telegraph" was short of news on account of their destruction. When the news was scarce nearly everything was substituted and the mixture, at times, presented an interesting lay-out. In the latter part of 1864 a long article about Wolfgang Mozart, the great German composer who died in 1791, was set inbetween war news telling of raids in and about Macon and throughout the war zone. It is doubtful if anyone was calm enough at the time to "take in" the article on the musician with so much turmoil and local interest to attract their reading eye.

On September, 19, 1864, Clisby announced his valedictory, and on the following day the "Telegraph" was sold to Henry L. Flash, who consolidated the "Daily Confederate", previously published by him, with the "Telegraph", naming the publication the "Macon Daily Telegraph & Confederate". Clisby said that the sedentary life was telling on his health and he was obliged to seek more active pursuits. Flash commenced the publication of an evening edition to appear every day except Sunday. The rates
were raised to $5 per month. Three weeks after Flash came into control of the "Telegraph" he was compelled to run the following announcement: "The mill from which we procure our paper being engaged in government work, we are compelled to use, for a few days, a smaller sheet than usual."

The publication of a daily paper in the sixties could not have been an easy task under favorable circumstances, but when surrounded with the difficulties which loomed up on every side, it became really a serious matter. The East and the West were effectually divided, and editors were deprived of all exchanges, except in their own neighborhoods, from which to gather news, make selections, or catch an idea. Congress was in session, yet the press was in utter ignorance of what that illustrious body of magnates were about. The "Telegraph" complained: "They may be enacting laws which will call every man and woman into the field. They may have passed another currency bill, cutting down the circulation one half, or even three fourths. Grant may have assaulted and carried our lines, and Congress in a fright stampeded, had fled to the woods. On the other hand Lee may have dropped a dead fall upon Grant and his Hessian army and gobbled up the whole concern. England and France may have recognized our independence; Lincoln may have commissioners in Richmond suing for peace, and 10,000 other things may or may not have happened, and yet we have not means of ascertaining the facts."

The army of Tennessee was too far away for reliable information concerning its movements, and the trans-Mississippi was practically an unknown land. Still the people expected the editor to furnish up-to-date reading matter in the midst of such
 manifold difficulties. Editors admitted that they racked their brains for something wise or witty, and searched their few exchanges with eagerness and ran scissors around any paragraph that promised to be of interest. Every startling rumor was elaborated on in order to wake the interest of the readers, with mysterious hints of wonderful events about to be developed.

Sherman came in for his share of condemnation before the war was over. In December, 1864, there appeared an editorial in the "Telegraph", "Sherman's Place in History". It read; "To assign Sherman a proper place in the annals of history will be a perplexing task to the future historian. His generalship will be lost in the record of his infamy, and the brilliancy of his military genius eclipsed in the darkness of his cold and heartless cruelties. As with the spirit of a thousand fiends centered in one, he drives women and children from their homes to perish, or else subsist upon the charities of the world. His name will descend to the future blackened with crimes, which, like the curses of the damned, will be echoed by a thousand tongues of perdition."

The people of the South were surely not in sympathy with Sherman even in the execution of what a soldiers might be. The "Telegraph" carried an anecdote about the general while he was quartered in Milledgeville. It seems that Sherman invited an old negro named Dan to dine with him after the black had done him some service. Dan was reluctant in accepting for a long while, but finally decided to go. The "Telegraph" commented upon the incident; "Sherman has good cause to boast of the honor done him. It is rarely that he has as honest a man as Dan to sit at his table. We congratulate Sherman and tender our sympathies to Dan."
In December, 1864 a bill went before the house of Representatives to regulate details and exemptions, pointing towards the destruction of the press. The plan proposed by the president did not involve the absolute annihilation of the press; it only proposed to place all the newspapers in the Confederacy under the control of the president or the secretary of war. The papers were suffered to live and breathe after a certain fashion, which continued vitality the Military Committee of the Confederate house of Representatives seemed anxious to get rid of in a summary manner. There was some reason and logic, such as it was, at the bottom of the president's plan, or rather on the face of it. It could hardly have been President Davis' design to increase the effective strength of the army by such additions as he could get from the various newspaper shops, or his object would have fallen far short of attainment. It is doubtful if a decent battalion of arm-bearing men could have been wrung out of all the newspaper offices in the country. The president pressed the committee to put newspaper men in the field. If the plan had gone into effect he would have probably placed all of them back in the newspaper offices after conscripting them, but had he not done this, the village weekly would have probably been the only resemblance to a newspaper surviving, for the city journals, with their indispensable corps of associate editors and reporters and clerks, would have been compelled to suspend.

In June, 1864, the joint resolution calling for the exemption of newspaper editors and employees, was offered to President Davis, but he returned it unsigned with the comment; "At a moment when our lives, our liberty, and our independence
are threatened by the utmost powers of our enemies, when every
citizen capable of bearing arms should be found in the ranks, I
cannot but deem it impolitic to add to the list of exemptions
without the most urgent necessity."

Another act to authorize newspapers to be mailed to
soldiers free of charge, providing that all papers directed to
any officer, musician, or private, engaged in the actual service
of the Confederacy may be transmitted through the mails free of
postage, was introduced. President Davis turned down this proposal
also, on the grounds that the post office department had to be
self-sustaining.

Robert Toombs, Secretary of State, received a communication
from English diplomats in 1864, in which they suggested; "Not a
Southern newspaper is now received in England. We suggest that
files of the leading papers of Richmond, Charleston, and New
Orleans be kept and forwarded to the commission as soon as possible."
The request for the papers was complied with and England was to
keep in touch with events in the South from that time on.

Macon became an important point for the quartermaster
department of the army of the South, which swelled the military
operations of the city to a large extent. Being centrally located
and near the scene of much fighting, the post was in position to
facilitate military operations in the state.

Early in the war a society was organized by the noble and
self-sacrificing women of Macon under the name "Ladies Soldiers
Relief Society." They were to furnish lint bandages and garments
to the sick and wounded soldiers in the field. It was not long after
the formation of the society that the ladies included in their
good work the knitting of socks, and the making of shirts and other wearing apparel. The whole city cooperated in a big hearted way, to promote optimism and comfort among themselves and especially among the soldiers at the front. All was astir and no county in the Confederacy contributed more troops to the war during the whole period, in proportion to population, than did Bibb.

A cheerful spirit of optimism was prevalent over the entire South during the war. Before it had actually begun it was the belief in the Southern states that war was practically impossible and after it had gotten under way, they could see no end that would bring defeat to them. The newspapers were especially in high spirits and did not fail to let it be known when the tide of battle turned in favor of the Confederacy. A striking example of newspaper stickability is found in the case of the "Charleston Mercury". After the city of Charleston had been bombarded and under siege for 355 days the "Mercury" calmly stated: "The number of shots fired at the city during the past twenty-four hours, shows a considerable falling off since our last report. Only seven shells were thrown Sunday night and sixteen up until seven o'clock Monday."

Some people in the South evidently realized in the early part of 1865 that the possession of slaves would soon be no asset. Advertisements began to appear in great numbers telling of slaves for sale. The trade had been going on before but in a normal way; but now one could see uncertainty prevalent among the slave owners. A typical advertisement ran; "Valuable negroes for sale. 50 very likely negroes, men, women, boys and girls."

The year 1865 ushered in a decided depreciation in money values. As much as $500 was offered as a reward for the return of
a lost mule and as much was frequently given for the return of a fugitive slave. $500 was offered for the following runaway:

"Runaway, July 9, 1864, the girl Ann, stout built, copper colored, scar on her neck, high forehead, likely an old runaway, and smart enough to live and be harbored in cities. She hired herself out in Macon, Georgia, last spring, and was arrested and put in jail. This woman was purchased of Crawford, Frazier & Company, of Atlanta, Georgia. She was only a few days in my family when she attempted to poison my sick wife, child and nurse, without any cause of provocation. I have every reason to believe that she is harbored by some white man, as she left in men's clothing."

As the end of the war approached the constituency of the "Telegraph" began to send in a flood of letters and articles on various subjects. The small one page sheet of the paper was unable to print near all of them and proceeded to tell the would-be writers what was the matter with their subjects and why they could not be published. "The communication signed John Jones is too staid and grave for the humorous hit intended, and the point covered with too much verbiage," was the manner in which the editor disposed of an article from one reader. There is no telling what would have been the outcome had all the communications sent in for publication been printed. The editors could get out of doing what they were expected, by some to do, only by being insultingly frank at times.

April 1, 1865 the following announcement was made, setting a precedent in the world of newspaperdom so far as subscription prices were concerned; "Owing to the recent heavy increase in the price of paper and materials, the proprietors of the "Daily
Telegraph and Confederate" are compelled, in common with their contemporaries of other cities, to raise their rates of subscription and advertising. The daily paper on and after April, 1, will be $10.00 per month advertising $5.00 per square." So far as can be ascertained that is the highest priced subscription known since the birth of newspapers. Of course, the money of the Confederate states had depreciated considerably, but the dollar was still looked upon in the South as possessing its same standard.

In April, the "Southern Confederacy", rival publication to the "Telegraph" in Macon, declared that the latter paper had been lying in its columns about the governor of Georgia. Editor Flash of the "Telegraph" had copied an article from the "Albany Patriot", in which Governor Brown was assailed. The "Telegraph", it seems, had nor endorsed the article from the "Patriot", but had given the Albany paper full credit for originating the slander. An editorial battle followed. "We emphatically say that if the editor of the "Confederacy" means, either directly or indirectly, to charge us with endorsing filth or blackguardism in our editorial management, that we pronounce him a slanderer AND A LIAR", "was the challenge of the "Telegraph". From day to day the turmoil raged until a duel was suggested as a means of settling the argument, which had really started from a trivial misunderstanding. Friends of both parties gathered what information they could on the practices of the press and brought forth the following report on April 19; "Upon inquiry of experienced editors, we understand that the rule of the press is, that the publication of an article from another paper, giving credit for same, does not make the editor of the paper publishing the article again, responsible for its
contents, unless he affirms or endorses it. We venture therefore to suggest that it will be no impeachment of the honor of Mr. Smith, to withdraw the offensive charges against Captain Flash, and that the friendly relations of the two parties be thereby resumed." Smith of the "Confederacy" held out, but finally withdrew his charges after which Flash took back what he had said about Smith. This dispute was one of the most stirring in Macon's history and settlement by the duel route was narrowly averted.

MACON'S OCCUPATION AND THE END OF THE WAR

April 20, the "Telegraph" was temporarily suspended on account of the occupation of the city by the Federals. The editor fled his establishment and left it in charge of the printers. They, however, did not attempt to bring out the regular editions, but issued two or three numbers of a small sheet called the "Daily Evening News". The "Augusta Chronicle & Sentinel" had heard of Macon's occupation and said: "The Federals at last accounts still held Macon. In the absence of the editors of the "Telegraph & Confederate", they took possession of the office and are issuing a paper called the "Daily News". The "Telegraph" force was indignant at the news given out by the Augusta paper and commented in their next edition; "We will state for the information of that Journal, and all others concerned, that the "Evening News" is published by the printers employed in the Telegraph & Confederate office and most of them for years past and that no person or persons, besides those mentioned have anything to do with the publication of the paper. We notice also, that the Augusta papers
are 'playing hog' with some news items, without affixing due credit."

The publication of the "Telegraph" was resumed on May 11, under the ownership of Clayland & Dumble. The subscription rate fell from $120.00 a year to $12.00, even though the sheet was gotten out under great difficulties. Confederate ink and paper was used and it was practically impossible to issue a typographically neat page. The papers spoke of the ink used as "tar", it was of such bad quality. Mail facilities were all gone and the circulation of the paper after it was printed was carried on under many handicaps. The editors called upon the people to send in any exchanges they might have from other sections of the state or from the North, so that the printers could find enough clippings to fill the columns. The "Telegraph" employed the Southern Express Company's men to act as agents for the journal. They were authorized by the editor to accept certain kinds of produce for subscriptions.

Sunday morning, May 28, the "Telegraph" appeared in full four sheet form and announced that it would continue to do so until the resumption of mail service, when the full page would be issued every day instead of only on Sundays. This ambition was realized in June and an enlargement in the size of the pages was made in August.

The proprietors of the "Telegraph" entertained their employees, printers, pressmen, printer's devils, negroes and all, with a big feast on August the twenty-fourth. This was probably the first time that a large paper had made an attempt to bring about a better understanding between the employer and the employed. Democracy was prevalent throughout the meeting and not one on the
Pay roll of the paper was slighted by not receiving an invitation to the affair. The paper had established a bureau to keep in touch with former employees, and was doing everything to win the good will of those employed at that time.

One of the printers described the feast: "There was every variety of meat from the choice viand steak of the stall-fed beef to the dainty limb of the partridge, and other substantialis common to the country, and a profusion of niceties that the most fastidious epicure could but delight in devouring. And last but by no means least, was the rich sparkling champagne and Albany ale, which dashed with ice, were delightful. The utmost decorum prevailed throughout, and the whole affair passed off quite pleasantly, and was ended with a 'feast of reason and a flow of soul'." When any organization can receive such a write-up as this, from one of its employees, the proprietors can readily see the benefit to their paper from such an increased spirit and interest among the employed. The "Telegraph" was setting a pace for the other papers to follow and it was not long before writeups similar to the above began to appear frequently.

Papers all over the state were congratulating the "Telegraph" on its new make-up and attractive appearance. Typical of these comments is one from the "Atlanta Intelligencer": "Our sprightly contemporary, the Macon Daily Telegraph, makes its appearance in an entirely new suit. There is no exchange on our list more welcome than the Telegraph, and we congratulate it upon the evidences of prosperity everywhere seen upon its face. Especially we are pleased with its new typographical neatness."

A prospectus for the "Georgian" was advertised in the
papers of Macon during the latter part of 1865 to be begun January, 1, 1866. William A. Reid was to be the publisher. The paper never came out however, on account of Reid purchasing the "Telegraph" from Clayland & Dumble in December. Clayland & Dumble stated that personal and private reasons caused them to sell the "Telegraph". They had made a great success with the paper as far as issuing an attractive sheet was concerned.

Reid secured J.R. Sneed, former editor of the "Savannah Republican", to edit the paper. Sneed had said that he had retired from the press forever, but in coming back into the profession he remarked: "Fanaticism still sits upon the throne, cruel and relentless. The South lies a bleeding, exhausted victim at its feet, with no weapon but the moral power of truth and the natural rights of man to save her from future harm. In this great battle for existence itself, she needs the aid of every faithful son. The undersigned does not feel at liberty to refuse his own, however feeble it may be, and especially when so few seem willing to protest against wrong and vindicate the right."

Besides this ringing declaration from the man who was to guide the editorial policies of the paper, there was also carried some of the intentions of the proprietors."We hope soon to let the columns of the Telegraph evidence such evidences of life and enterprise as will wake up any of the old fogey conductors of the press that may linger in Georgia - sought after, read, and admired by all classes. Wait and see." The people did not have long to wait either, for within the month a huge nine-column issue was brought out with more news than any paper had carried previously in Macon. A feature of much local interest was introduced with the enlarged
edition, being a column headed, "Things About Town". The column was edited by a special city reporter and told the news about town in a brief and thorough way.

In November, 1869, the "Journal & Messenger" published in Macon, was amalgamated with the "Telegraph" under the name, "Telegraph & Messenger", A.W. Reese becoming a partner and editor. This was the fifth paper the "Telegraph" had absorbed since its founding in 1826. Other papers were the "Courier", "Citizen", "Republic", and "Confederate".

THE NEW JOURNALISM

The seventies brought about many new ideas in the field of journalism. A new and improved type was adding much to the appearance and readability of the papers. Better news gathering facilities made the news more timely and interesting. The "telegraph" had come into its own and was one of the most convenient agencies ever introduced to the newspaper editor. Agencies and the Associated Press did a great deal to broadcast the happenings of the day. In the middle of the year 1872 a correspondent of a New York paper described a new invention designed for rapid typesetting. A part of the description follows; "It occupies not more space than the ordinary bureau, is operated by a treadle, and is simple in construction. The beauty of the invention is the simplicity of its construction and its utility and economy; the estimated cost not more then $400—a sum that will enable well-to-do compositors to own the apparatus, and thus save wear
and tear of both body and mind." None of the machines had been manufactured when this article was written and that is no doubt the reason the news seemed so optimistic. The inventor had given thirty years of his life to the perfecting of the outfit and one New York newspaper had promised to take fifty of them when they were manufactured. The machine turned out not to be as practical as had been hoped for, but it was a start and forerunner of our present linotype machine.

May 1, 1871, H.H. Jones purchased Reid's interest in the "Telegraph" company and the firm became Clisby, Jones, & Reese. Clisby had returned to the paper when he bought Boykin's interest in 1868.

There was a lively time in Georgia in 1872 over National politics. The Liberal Republicans revolted from the Radical party and nominated Horace Greeley for president. The Northern Democracy determined to support Greeley instead of running a Democratic candidate. The policy evoked a fierce controversy in the Democratic ranks, North and South, but especially South. The Stephens brothers and General Toombs opposed it bitterly. Alexander H. Stephens was editing the "Atlanta Sun" at the time and wrote daily against the split. The "Sun" and the "Constitution" under I.W. Avery, carried on some stiff discussions, the "Constitution" urging the support of the National Democracy. The "Telegraph" also carried some ringing editorials and all through the fight supported Greeley for the presidency.

In August, 1873, the name of the paper was changed to the "Daily Telegraph & Messenger". The editions came out every day except Monday. It was the belief of the proprietors that the
printers needed some rest and time to themselves and so the arrangement was made that enabled them to take Sundays off from the routine of publication.

The "Daily Telegraph and Messenger" represented three of the oldest newspapers in middle Georgia and for many years had furnished the earliest news to that large scope of Georgia, Florida, and Alabama trading in Macon. The sheet had found its way into almost every intelligent household and place of business in that section, and as an advertising medium for that range of territory it had no equal.

The "Telegraph" had set many precedents during its eventful career and in 1873 the paper started another in the form of a crusade against editorial warfare between papers. This was destined to be one of the most important advances promulgated by the journal and was backed by some of the most influential editors of the state, who were beginning to see the uselessness of the efforts they had been accustomed to make in order to carry a point, sometimes of no importance. Peace had been declared and peace was to be brought about in a large way, although not entirely. In sounding the note the "Telegraph & Messenger" said: "There is no necessity or excuse for that simnelish and bitter warfare, which a portion of the press wage against those of the same craft. It is unseemly, unjustified, and undignified."

The year 1873 brought the "Telegraph" to a size that was intended for the paper since its founding. In order to bring about the different size it was necessary for the editor to reduce the size of the pages considerably in order to bring about the standard page he desired. In making the reduction he said; "We
return today to what we have ever designed to be the permanent size of the Daily Telegraph & Messenger; but have been occasionally, every year forced out of it by the pressure of a heavy mercantile advertising."

Colonel H.H. Jones sold the "Telegraph & Messenger" in 1881 to a stock company, which was called the Telegraph & Messenger Publishing Company, headed by Major J.R. Hanson. Colonel A.R. Lamar was chosen editor with Harry Stillwell Edwards assistant.

In order to meet the demands of a rapidly growing circulation the "Telegraph & Messenger" installed a new and improved power press and increased the size of the sheet considerably in 1882. The calls from advertisers threatened to curtail some of the space devoted to news and reading matter. From the month of January, 1882 to September of the same year, the "Telegraph & Messenger" declared that the increase in the business of the journal, both as to subscriptions and advertising, had been unprecedented in the history of Georgia journalism. The efforts of the paper to furnish a live, newsy, and independent organ of public opinion were met and supported by the public in all sections of the state. The editors rededicated themselves and declared their intentions of publishing a paper that would fit in with the progressive sentiment of Georgia.

The year 1882 was an eventful one in the history of the "Telegraph", and the twelve months, backed by all the agencies of enterprise within the reach of influence and money, had given the paper a hold upon popular support and confidence, which had not been surpassed in its entire career. The journal stated
clearly what it had been endeavoring to accomplish. Its leading efforts were to reform the abuses which had crept into our political system, to destroy the apathy which seemed to have settled upon the minds of the people, and to uproot forever the miserable system of favoritism and personalism that had debased the representatives and emasculated the public press. The task of the "Telegraph & Messenger" at the outset was to face political rings and combinations, to put behind some of the friendships and associations of a lifetime, to meet sneers, depreciation, and to fend against open and secret assault.

In the recent gubernatorial campaign the paper had voiced a popular sentiment, though opposed by a combination that ramified the entire state, which held all the public patronage and was backed by money; went into the convention with a real majority—a majority that had to be destroyed by political jugglery, that had never been before known in our political system. The "Telegraph" exhibited beyond cavil or question that there was no upheaval of the masses in favor of Mr. Stephens, and that his nomination was secured by the management of those who hoped to profit by it. The "Telegraph & Messenger" led that opinion which demanded and obtained an explicit platform of principles, after a packed convention had in a spirit of cowardice dodged this plain duty. The "Telegraph & Messenger" was at the head of that following, which sent a majority of the representatives of the people to the legislature opposed to the domiciling of a pismire in the cave of a Titan, which majority was only borne down by a combination, in which Republicans and negroes held the balance of power. The "Telegraph & Messenger" divorced the state
university from state politics, and led the train which eventuated in the political destruction of the dangerous and reckless masquerader from the ninth district.

The "Telegraph & Messenger" stated that it desired fair and open play with the press of the state and invited discussions and even assaults, and declared that the paper would be willing to accept defeat if unable to sustain its position in the discussions of any question. This was a progressive declaration coming from any editor, but whether or not this new day in journalism would be carried out was to be seen.

The size of the "Telegraph & Messenger" grew in 1883 when the Sunday editions came out in eight full pages. Many special articles and informational paragraphs were added to attract the reader. One of the most interesting new columns was "Society Chat", and was what some of the constituents of the paper had been waiting for a long while.

On January 1, 1885 the word "Messenger" was dropped from the title of the paper and it was the "Macon Daily Telegraph", the name originally intended for the sheet, but which had varied widely on account of the absorption of several other papers and the constantly changing ownership. Colonel P.W. Alexander purchased stock in the paper in 1885 and for several months was editor of the journal. When he sold his interest and retired, Colonel Lamar again became editor and held that position until he resigned in the Fall of 1887. In September of that year J.H. Campbell bought the "Telegram". He died in February, 1888 and the paper was purchased from his estate by J.H.Estill, the following August.
At the beginning of the year 1886 the "Telegraph" declared that it showed more bona fide patrons than any journal in Georgia. The subscriptions had been growing rapidly during the previous year, which was one of the most progressive years in the journal's history.

The editors stated that the new year had been started off without one dollar being owed. The paper had made money, and it had made it by purely newspaper enterprise. The owners made it clear that the "Telegraph was "the tool of no politician and without income from clique or combination." The paper operated no job printing office to keep it up, and had no subsidy or outside help to aid in its maintenance, but was strictly a newspaper enterprise, self-supporting, money making, and according to the editors, the only one of its kind south of Baltimore.

The "Telegraph" had made rapid strides during the four years it had been under the control of Major Hanson. He and his company found the paper without material, without credit, without cash, and with but few patrons. The only things it possessed in abundance was debts, and bankruptcy stared it in the face. Before three years had elapsed it was free of debt and the subscriptions had increased over 400 per cent.

Journalism throughout Georgia had become greatly purified during the period from 1882-1885 inclusive. Political rings and their secrets had been exposed to the noonday sun of public criticism. Public officers had been more careful and unchastised rascals had grown fewer in number. A great change in respect to the feeling that existed between the people and the railroads had been made evident, and the "Telegraph" was the only journal in
Georgia that stemmed the storm of prejudice that bade fair to sweep those corporations into bankruptcy.

During a few short years the "Telegraph" had caused an industrial school to be established for the youth of Georgia, succeeded in examining and advocating the tariff until nearly all the dailies in the state joined the "Telegraph's" policy. The paper had also received the endorsement of the conservative element in its position on the prohibition question. The editor of the "Telegraph" believed that the highest compliment paid the paper was expressed in the words of a distinguished Georgian of that period when he said: "every scoundrel in the state is found abusing it."

EDITOR CHARLES R. PENDLETON

C.R.Pendleton became the editor of the "Telegraph" in November, 1896, with C.C. Matthews as his assistant, Pendleton bought the paper in February, 1899, H.C.Hanson retiring.

Charles Rittenhouse Pendleton received his education in the public schools of Valdosta, with supplementary private instruction in the classics. In his youth he was thrown into the atmosphere of newspaper work and responsibility, and at the age of nineteen, immediately after the death of his father, assumed charge of the "Valdosta Times". He made that paper the most influential in south Georgia, and one time enjoyed the public printing of several counties. His virile writing, his abhorrence of sham and demagoguery, early attracted state-wide notice and finally in 1896 he was induced to become the editor of the
"Telegraph", he accepted the editorship of the "Telegraph" but retained a controlling interest in the "Valdosta Times". In 1889 he purchased all the stock of the "Telegraph" and until his death retained unencumbered control of that newspaper. He had a fine sense of the duties of citizenship and was ever active in Democratic politics, but he steadfastly declined public office except during 1882-23 when he was a member of the Georgia legislature, and the youngest who had ever been elected to that body. In 1896, 1904, and 1912 he was a delegate to the national democratic convention. He was the first to advocate secession by Southern Democrats from the Bryan democracy, after the second of the Nebraskan, and this appeal attracted attention all over the country and was discussed in the editorial columns of many papers, North and South.

Of Mr. Pendleton, the editor of the "Brunswick Journal" wrote in 1905; "We have here in Georgia, an editor quite as notable in his state sphere of influence as Watterson has been in the national field, a man, who, if he owned Watterson's backing and opportunities in journalism would have surpassed him in fame and productive influence. An editor of the old school and a man who stood for his convictions no matter what the consequences. Without guile, a fighter for his conception of the right, he was the creator of public opinion and never its creature. His convictions were backed by a strong character and love of the right, which constituted the dynamo of his power as an editor. As he towered above the great mass of humanity in stature, so in character and intellect he stood above the shoulders of the great majority. His judgment of men, of events, of subjects, was broad and accurate."
His was dominated by a large intelligence which recognized the highest claims of professional duty, of citizenship and of friendship."

Randolph Churchill, special correspondent for the "South Bend Tribune", South Bend, Indiana, wrote an article for his paper about Macon for his paper. He said in part: "The "Telegraph" is one of the South's ablest papers, being nearly a century old; it was called the "Georgia Messenger" at first. The Telegraph-Messenger later, but Major Hanson dropped the latter before selling it to the late Colonel C.R. Pendleton, some seventeen years ago. Colonel Pendleton made the Telegraph a power in the South and it stands as a monument to the ability and sagacity of this eminent journalist. If Macon succeeds in wresting the capital from Atlanta it will have to thank the Telegraph."

THE PRESENT TELEGRAPH

October, 20, 1908, W.T. Anderson, who had been the foreman of the "Telegraph" for twenty years, bought a block of the stock and became the general manager, Mr. Pendleton continuing as editor. The office of the paper was moved from Second & Mulberry streets to Cherry street, and according to the early records the present home is near the original site of 1826.

On September, 1, 1909, P.T. Anderson, entered the "Telegraph's" circulation department as manager, and in the early summer of 1910, George H. Long became managing editor, in full charge of the news department.
The building housing the "Telegraph" was destroyed by fire on November 3, 1910. New equipment was ordered by wire, the building replaced, the mechanical department being placed in a fire proof structure, in which the largest press ever erected in this section was placed. The new building was occupied March 11, 1911, at which time a house warming edition of 100 pages was issued.

Following the death of Colonel Pendleton in 1914, the Pendleton family operated the "Telegraph" until November 14, 1914, with C.C. Brantley as editor, and Louis Pendleton as associate editor. On the date named W.T. Anderson bought the Pendleton interest and the present company was organized. A charter was issued March 1, 1915.

George H. Long became the chief editorial writer on December 4, 1914 and continued in that capacity until his death, March 10, 1920. After Mr. Long's death, W.T. Anderson took personal charge of the editorial end of the "Telegraph" and at the present time Nelson Shipp is the chief editorial writer.

In 1900 there were twenty-four dailies in Georgia, six semi-weeklies, one bi-weekly, five semi-monthlies, one quarterly, twenty-nine monthlies, and two hundred seventy-four weeklies. This great variety in kind and number of papers and periodicals published in the state afford us some indication of the character of the people. Judged by this standard the people of Georgia are entitled to rank among the most progressive of the populations which compose the various commonwealths of the American Union. The enterprise and ability of some of the great daily and weekly papers of the state, both secular and religious, have largely
increased the influence of Georgia on political and religious lines and combined with the ability of some of her representatives in the national legislature, have given to our state high rank in the councils of the republic.

Comparatively speaking, but few people fully appreciate, even today, the benefits accruing from well conducted and well managed newspapers. On its first appearance, a few moments, perhaps an hour, may be devoted to its perusal by a majority of readers, and then it is cast aside as being of no further use. But those who have learned its true value are not satisfied with a cursory reading. They examine with a critical minuteness the whole contents, and when they have finished the pleasing and instructive task, they carefully put it in some secure place where it may be had for future reference. A file of any paper gives us an opportunity to study the improvement in the social world, of changes in politics, religion, and moral sciences— they are a map of the past and may be used as a chart of the future. They are histories of the busy world narrowed down to the stated period of a day or a week wherein the characters of a motley multitude are limned with critical skill. They show the prevailing passion of the time in which they were published, and often record on their pages the essence of sparkling wit.

IN CONCLUSION

The "Telegraph" is soon to celebrate its centennial. Through the years the paper has not failed to appear in as good and often in better style, than any of its contemporaries. The
paper has had its faults, brought on by editors who did not have the public welfare at heart. It takes the good and the bad to make up the whole, especially in the newspaper world. The editors of the "Telegraph" as a whole, have been broad-minded men, fully capable of their tasks. The names of Bartlett, Ray, Clisby, and Pendleton, will live forever in the records that might be written of the "Telegraph's" career. All of them had their short comings, but their faults were fewer than those of contemporary editors and consequently their names stand out as typical of the best in their age.

THE END
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