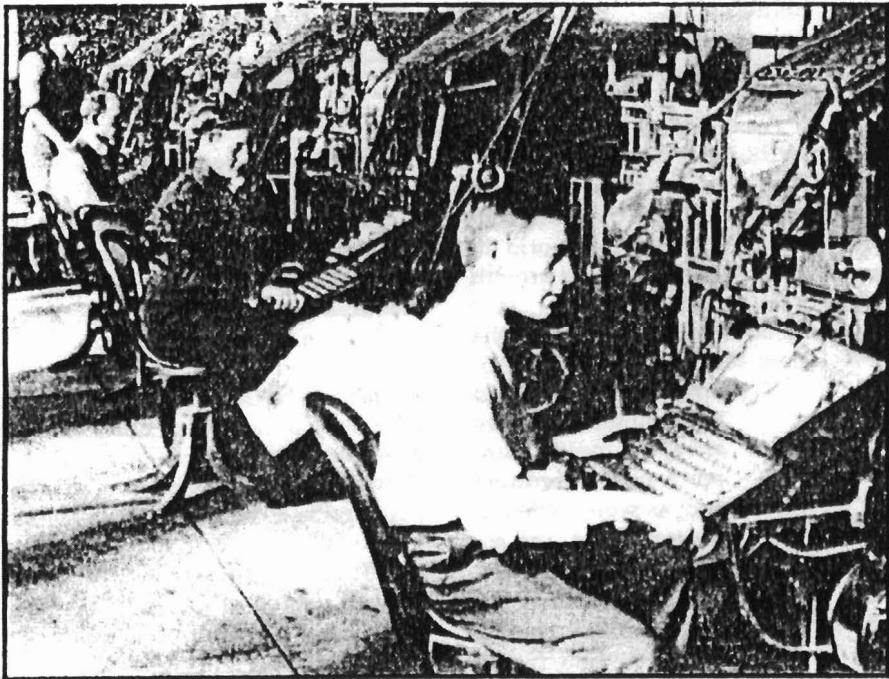




*Ink in
the Sand*



The First 50 Years of
the Florida Press Association
1879 - 1929
By John Paul Jones



The linotype room at The Florida Times-Union around the turn of the century.

against unscrupulous advertisers who used the editors' columns to help sell their merchandise—and then never paid their advertising bills.

As the years went by the association became more involved with the affairs of Florida as an emerging state. The members used the association's strength to press for reforms, growth, promotion of tourism, road building, better education in the public schools and universities and, in general, all legislation that would push Florida ahead in the brotherhood of states.

Editors of the pre-1900 years were excellent writers and speakers, but they were long-winded, prone to quote the classics, colorful in their language, and loved to tell a good story. At conventions they were likely to indulge in horseplay and shenanigans seldom seen in the sober days of the businessman-editor who followed World War II. The editors liked

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The First 50 Years of the Florida Press Association

1879-1929



A study of the history of the Florida Press Association (FPA) during the first 50 years of its existence is a fascinating experience. The period 1879 to 1929 was a particularly interesting half century for Florida journalism as well as an interesting era in the life of the state.

The period covered the Spanish-American War, the yellow fever epidemics, World War I, the coming of age of the automobile and the building of a network of roads—including

the famous Tamiami Trail through the heart of the unknown Florida Everglades. That age also encompassed the period of building and expansion, the boom years in the early 1920s and the final economic collapse in the mid-1920s.

The prominent editors before and after the turn of the century came to Florida to seek their fortunes or to ply their trade of journalism in a new and vigorous land. They were men of vision and versatility, whose education had taken them into other professions before they added that of the journalist to their escutcheon.

They were doctors, lawyers and educators, as well as writers. Some had been businessmen, and before that soldiers in either the Union or Confederate Army. Many already had been involved in politics and many more became immersed in the game in Florida.

The press association was founded in Gainesville, Florida, in 1879 by a handful of editors who banded together for their protection. They formed this affiliation primarily

to indulge in "wars of the pen" that sometimes resulted in severely damaged feelings among their colleagues, wars that many times came from a slighting remark in one man's editorial about another editor's town.

The town of an editor was as sacred as his children and no pen except his own should be turned against it, just as no strap except his own should be applied to the backside of his child.

In this history the writer has made every effort to clothe the facts of history with the colorful events that depicted the journalists of the day as flesh and blood creatures and the historical events of Florida as episodes of drama and reality. The men and women who travel through these pages became like companions on a long and exciting journey, and when they passed away, one by one, the loss was never quite erased.

Another point that stands out in this narrative is the writer's impression that early journalists had high opinions of themselves. Even though these men referred to themselves as "pen pushers," "quill drivers," "pen-

cil pushers," and even "tripod men," they loved to hear the mayors of the towns where they met talk about the power and glory of the press and the sanctified atmosphere of the editorial office—where the editor reigned in robes of purest white.

That they believed such publicity is evidenced in their own speeches and in the news stories announcing their arrival in a city for an annual convention, news stories that said, "The most powerful, the most educated and the most beneficent men in Florida" had come to town. Modesty among the "pen pushers" was as scarce in those days as sin in the pulpit. In fact, the pulpit and the press were frequently linked as the saviors of mankind.

In defense of these early editors and writers, it should be said that they did play an important part in the building of Florida.

They carried the banner of the state wherever they went and sang Florida's praises in the national press conventions, in Cuba, in Nassau and at world press meetings in Geneva, Switzerland. They took leadership roles in the founding of national and regional press groups. These men brought better government to their villages and helped them become towns and then cities. They were proud people—and they had every right to be.

One word probably sums up the sweep and scope of the entire 50 years covered by this history—"builders."

The leaders of the Florida Press Association during that half century

were builders—builders not only of newspaper empires in Florida that became the *Jacksonville Times-Union*, *Miami Herald*, *Tampa Tribune*, *St. Petersburg Times* and *Orlando Sentinel-Stars*, but builders of towns and villages. They were so full of pride and so high in morale, that they attracted settlers from all over the world to make Florida one of the great growth states in the union.

At the 50 annual meetings of the association, the building and development of Florida and its communities were always a topic of importance to the editors and, as seen in the following pages, the association worked hard to get the state to set up an organization, financed by state funds, to spend 365 days a year promoting Florida's climate and recreational advantages. They were builders—first, last and always.

It should be understood at this point that the main substance of this report comes from the reports of the various meetings of the Florida Press Association and other press groups as these meetings were written about and published in the newspapers of Florida. These are the things the members of the press said about themselves and their involvement in the affairs of government, local and state.

The real history of the Florida Press Association is best shown by what happened, or did not happen, at the state conventions. After some of the daily newspapers broke away from the Florida Press Association and formed the Associated Dailies of Florida, the activities of that group were also followed because, eventually, the dailies went out of business as a separate association and returned to the FPA. That return did not occur, however, during the first 50 years of the Florida Press Association.

The newsroom at The Florida Times-Union at turn of the century.

The First 10 Years

The Florida Press Association was founded on Feb. 19, 1879, in a brief night meeting in Gainesville, Florida, during the Florida State Fair being held in that city. "Father" of the Press Association was Hugh Bowen McCallum, an ordained minister and newspaper owner-publisher of *The Florida Daily Union* in Jacksonville, who, with a handful of other Florida newspaper publishers, decided the state needed an association of newspaper owners, editors and managers.

McCallum served as president of the FPA in 1879, 1880 and 1881. Other officers elected at that first meeting were Dr. J.P. Wall, publisher of *The Sunland Tribune*, Tampa, vice-president; Fred W. Hoyt, *Fernandina Observer and Mirror*, secretary, and J.A. Whitney, *Fernandina Express*, treasurer.

An executive committee composed of the following men was also elected at that first meeting: D.H. Elliott, *Florida Dispatch*, Jacksonville; J. Ira Gore, *Florida State Journal*, Cedar Key; George Pratt, *Palatka Herald*; C.A. Choate, *Seville Independent* and M. F. McCook, newspaper affiliation unknown.

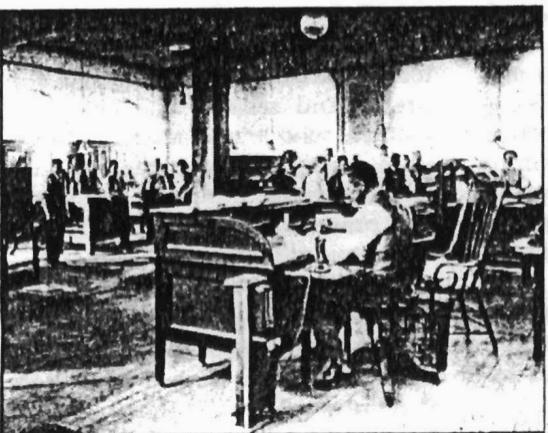
Florida's first state journalism organization was the 16th such group founded in the United States. Its founding followed that of the Colorado Press Association in 1878 and came ahead of the Louisiana Press Association in 1880. It shared honors in Florida with the founding of *The Bradford County Telegraph*, Starke, which also claims 1879 as the year of its birth. Other notable events that year were the invention of the electric light bulb by Thomas A. Edison and the establishment of the F.W. Woolworth Company.

The year prior to the founding of the Florida Press Association, Florida had 33 newspapers, according to Pettengill's *Newspaper Directory and Advertiser's Handbook*, published in 1878. Those newspapers included the following papers:

Apopka City, Florida Pioneer, Paschal C. Hughes, editor and publisher.

Cedar Key, Florida State Journal, R.H. McIlvaine, editor and publisher.

Photo courtesy Florida State Archives



Fernandina, Express, John A. Whitney, publisher.

Fort Read, Florida Crescent, F. L. Robertson, publisher.

Gainesville, Gainesville Times, E.M. Hampton & Co., publishers.

Jacksonville, Sun and Press, N.K. Sawyer & Son, publishers.

Jacksonville, Jacksonville Union, Sidney T. Gates, publisher.

Jacksonville, Florida Agriculturist, Chas. H. Walton & Co., publishers.

Jacksonville, Florida Baptist, H.B. McCallum, editor and publisher.

Jacksonville, Semi-Tropical, H.W. Reed, publisher.

Key West, Key of the Gulf, H.A. Crane, publisher.

Key West, Dispatch, C.T.F. Clarke, publisher.

Lake City, Lake City Reporter, Charles A. Finley, publisher.

Leesburg, Sumter County Advance, C.L. Thomas, publisher.

Live Oak, The Expositor, J.C. Gallahan, publisher.

Madison, The Recorder, E.D. Beggs, publisher.

Madison, Sun, Pope & Johnston, publishers.

Marianna, The Courier, Joseph M. Maultsby, publisher.

Milton, Milton Standard, E.B. Bedford, publisher.

Monticello, The Constitution, F.R. Fildes & Son, publishers.

Ocala, East Florida Banner, F.E. Harris, publisher.

Palatka, Eastern Herald, G.W. Pratt, publisher.

Pensacola, The Pensacola Herald, Sam Bard, publisher.

Pensacola, Pensacola Advance, Advance Printing Co., publishers.

Pensacola, Gazette, J.W. Dorr, publisher.

Quincy, Herald, W.W. Keep, Jr., publisher.

St. Augustine, Florida Press, J.O. Whitney, publisher.

Sanford, South Florida Journal, Way & Osborn, publishers.

Tallahassee, Floridian, C.E. Dyke, publisher.

Tallahassee, Florida Patriot, C.J. Bernreutter, publisher.

Tallahassee, Florida Immigrant, Bureau of Immigration, publishers.

Tampa, Tampa Guardian, James T. Magbee, editor & publisher.

Tampa, Sunland Tribune, Chas. N. Hawkins, publisher.

FPA's First President

The first president of the Florida Press Association was Hugh Bowen McCallum, who served three terms in that office. He was born in Knox County, Tennessee, in 1837. When he was 15 years old, he attended East Tennessee University for several terms and during the winter of 1852 began a course of study leading to the ministry. During the next three years, he studied at East Tennessee University and Union University at Murfreesboro. Eventually his health failed and McCallum had to abandon his schooling.

The first arrived in Florida in 1856 and visited the state several winters after that, but he did not remain permanently until 1867. Prior to his permanent residency in Florida, he settled in Camden, South Carolina, resumed his theological studies, became a private in the volunteer army of South Carolina during the Civil War and eventually became the 15th Regiment's chaplain. In 1861, he was ordained a minister in the Baptist faith.

After the war, Reverend McCallum married Elizabeth H. Haynesworth of Camden County and moved to Lake City, Florida, where he became pastor of the Baptist church and founded *The Florida Baptist Journal*.

Several years later, the McCallums moved to Jacksonville where Reverend McCallum started *The Florida Press* with W.W. Douglass. The Florida Press was a strong supporter of Democratic Party principles and held an influential position with the party. The last record of the newspaper's existence was in September 1880.

During part of that period, the Reverend McCallum also served as pastor for the Baptist church of Jacksonville. He was a supply minister for a year until he could be replaced by another minister.

W.W. Douglass and McCallum purchased another newspaper, *The*

Daily Florida Union, from the Stevens brothers in 1877. This newspaper advanced to an afternoon daily, then to a permanent morning daily. Douglass eventually sold out, leaving McCallum with the ownership. In 1883, McCallum sold *The Florida Union* to Jones, Varnum and Company. This consolidation brought about a circulation nearly twice as large as any other Florida daily newspaper. This consolidation marked the beginning of *The Florida Times-Union* that has continued in Jacksonville until the present.

In referring to newspapers owned by McCallum at the time he was elected president of FPA, sometimes he was called "editor of *The Florida Baptist*," and at other times "owner of *The Daily Florida Union*." Actually he owned both publications.

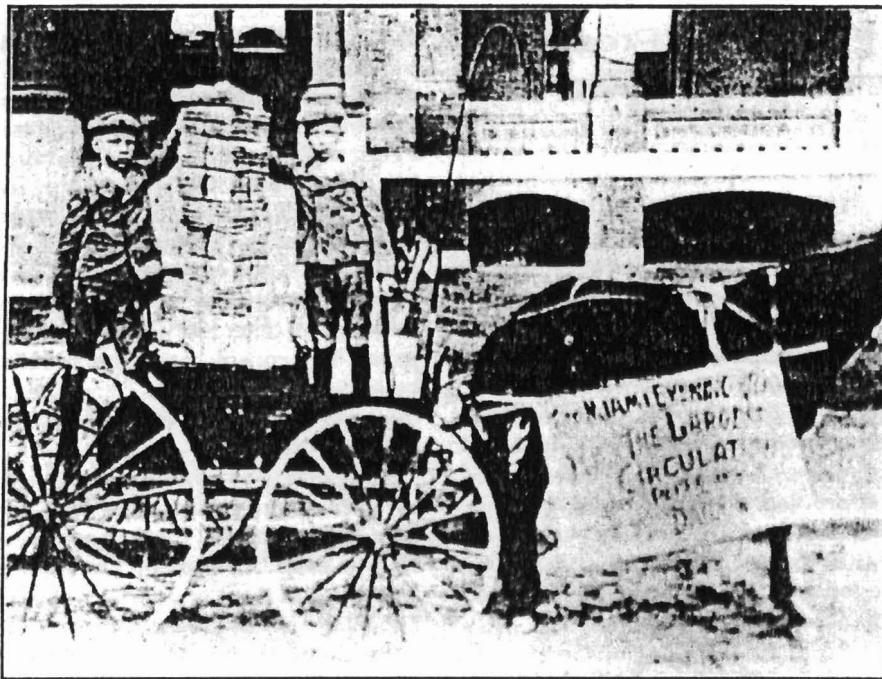
McCallum did not live to see the full flowering of this merger. *The Florida Times-Union* was only a few days old when he died. Although he had been suffering from ill health off and on for many years, the death was a great shock to McCallum's friends. Announcement of the sale of *The Florida Daily Union* appeared in the Jan. 28, 1883, issue of *The Florida Times*, followed by other notices on Jan. 29 and 30 about the policies of the new newspaper, but McCallum died on Jan. 30 and was buried the next day.

The Florida Times in reporting his death described him as a man of "wonderful persistency and energy of character, displayed with a constant devotion to some high impulse and purpose."

McCallum was known throughout Florida for his editorials and "displayed a resolute intent to promote the public interest and morals as far as it is possible for an editorial party exponent to manifest it," the paper stated.

While the first president of the Florida Press Association was a minister-journalist, the first vice-president was a doctor-journalist.

Dr. J.P. Wall received his medical degree in South Carolina at age 22. He served during the Civil War as chief surgeon at a Confederate Army hospital in Richmond, Virginia. After the war, as a practicing physician in Tampa, Florida, he lost his wife and a daughter to yellow fever and, as a result, became one of the most dedi-



Newspaper boys loading The Miami Evening Record in the 1890s.

cated doctors in the state to learn everything possible about this disease. He was one of the first physicians to state his belief that yellow fever was carried and spread by mosquitoes.

He served in Tampa as a self-appointed health officer and port physician. He was mayor of Tampa in 1877 and 1878 and in 1876 his name appeared in the first issue of a new weekly newspaper, *The Sunland Tribune*, as an associate editor.

the United States and Alaska. Editor Harris in his paper detailed Mr. Haisley's prospective journey. As that memorable trip began and ended in Tampa, Editor Harris, at the end of his article innocently inquired, 'Where is Tampa?' This inquiry was taken by Editor Wall as a reflection on the good name of a future great city of the West Gulf Coast.

"Dr. Wall's reply to Editor Harris started a controversy which continued until the latter became insulted and sent Dr. Wall a challenge, which was accepted. Now came the designation of the place and naming of weapons by the challenged party. Judge Editor Harris' rage, disgust, surprise and then laughter when his second read him Dr. Wall's letter naming place and character of arms. The letter was:

"Will meet you at a certain cowpen near Brooksville; weapons, shovels; distance, ten paces; ammunition, the droppings of the cattle."

"Of course it took some time for Editor Harris to cool down, but as time passed, all resentment fled, and when the news of Dr. Wall's death came none regretted the sad occurrence more than the Ocala newspaperman."

The Times-Union reported Editor Harris as recalling also when he and Dr. Wall were tarred with the same brush. It seems that Harris and Wall condemned Brooksville and its citi-

zens because Brooksville had so many murders. Citizens of that city held an indignation meeting and ended up warning the two editors that if they ever came into Hernando County, they would be roughly treated.

Shortly after the indignation meeting, Editor Harris met a long-time friend from Brooksville, and in discussion of the affair said, "Why, Jim, you know better. You knew I told the truth. Why didn't you stop and tell them the facts?"

"Oh, yes," replied Jim, laughing. "That is so, Frank, but it didn't seem prudent at the time for me to champion your cause."

Another one of Wall's editorial victims was said to have been the editor of *The Key of the Gulf* in Key West. This man, H.A. Crane, was nicknamed "Old Yellow Legs," by Wall, and the name stuck with him all of his life.

The Sunland Tribune and another weekly merged in 1893 to become *The Tampa Times*. That was in February. In March, Dr. Wall encouraged Wallace Fisher Stovall to found *The Tampa Tribune*, and the first issue of that newspaper appeared on Mar. 23, 1893. Dr. Wall contributed editorials to *The Tampa Tribune* until his death at a medical convention in Gainesville in 1895.

Dr. Wall's death at the Gainesville medical association meeting was a dramatic event, as told by a writer for *The Tampa Morning Tribune* on page one on the morning of Apr. 19, 1895:

"At 9:30 the chair announced the reading of a paper on 'Public Hygiene in the Light of Recent Observations and Experiments by Dr. Wall.' He came forward and took his stand on the floor at the left end of the secretary's table and facing the audience, looking west. He began reading from a proof sheet printed by a publishing concern, and when he had continued for some ten minutes it was noticed that he was nervous.

"Someone remarked that Dr. Wall was more nervous than usual. He stopped reading and said: 'Hightones and tony suppers do not seem to agree with me.' Then he resumed his reading. He continued a few minutes when he again became nervous, and looked like he did not know what to do with his hands. He would put them up to his breast and then thrust them into his pockets, first

Duel in a Cow Pen

Journalistically, Dr. Wall will be remembered for his sharp editorial pen. Many of his fellow editors of opposing political persuasion, for the most part, felt his vicious thrusts. At the time of his death, *The Times-Union* related the following story.

"The death of Dr. Wall also reveals the controversy between him and Editor F.E. Harris eighteen years ago, that was about to lead to a duel. It was during one of the years when Dr. Wall was a Tampa editor and the challenger was Editor Harris of *The Ocala Banner*. The trouble came about in this way.

"The Hon. W.P. Haisley, then, as now, a voter in Tampa, but a resident in Ocala, was about to make a tour of

one and then the other.

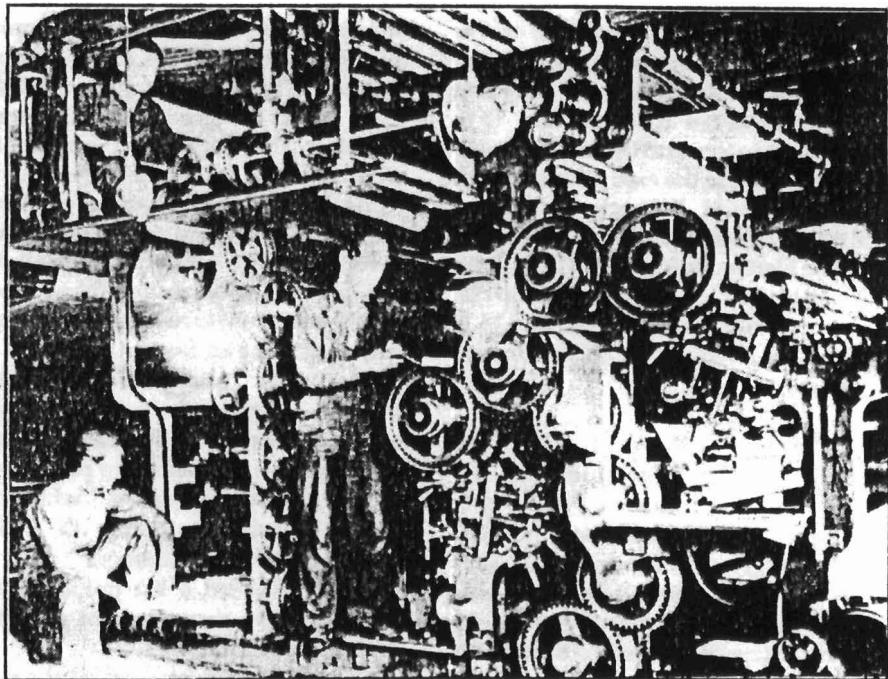
"He turned pale and frequently sipped water. Dr. Caldwell suggested that he sit down, and he reached his hand back to take hold of the arm chair sitting behind, and began to sink down. He did not get into the chair but sat on the arm which caused him to slide down on the floor. When it was seen he did not get into the chair, Dr. Sweeting caught him by the arm and the house rose and crowded around.

"He was laid straight upon the floor, and the Doctors exhausted every means to resuscitate and bring him back to life. But, alas, all was in vain, for he gasped once or twice and his noble spirit took its flight into realms of eternal light and glory."

Dr. Wall married for the first time at age 26 and after the death of that wife from yellow fever in 1871, he remarried. He was 36 at that time. A third marriage occurred in 1894 when he was 58, and in less than a year he died. It was said that the third marriage occurred so quickly after the death of his second wife that Dr. Wall had two mothers-in-law in the same house with him.

First FPA Meeting

The Florida Times-Union / Jacksonville Journal / Fla. State Archives



The pressroom at The Florida Times-Union around 1900.

agencies. On Mar. 5, 1879, *The Florida Dispatch* of Live Oak, quoted the following item from *The Pensacola Gazette*, which discusses some of the frustrations the newspapermen had with the agencies:

"Now that there is a Florida Press Association, perhaps it will address an 'open letter' to the journalistic fraternity of the State suggesting concert of action as to advertising agencies. Reasonable rates could be fixed and the agencies would come to them, for their patrons would not allow a whole State to be left unworked in the advertising of their wares, etc.

"More advertisers would deal directly with the papers, which would be better paid to say nothing of saving the heavy commissions that the middlemen exact from the papers—not the advertisers. The assumption of some of the agencies is of that radical and overbearing character which is generally designated as 'cheek.'

"The first copy of one *Newspaper Agency Directory* that we saw or heard of contained a statement that it was authorized by every paper in the State of Florida to make binding contracts, and it also announced the 'circulation of the *Gazette*' as well as other papers, and which was a mere guess and less than the fact by a third. They send cuts and stereotypes by mail, directing publication at absurd rates, and place the publisher, if he is very conscien-

tious, in the predicament of allowing them to lose the cut [a metal plate on a block of wood used for printing illustrations] or paying postage to send it back, or complying with the terms dictated."

The editor of *The Florida Dispatch* added a note to the above, saying: "This is one of the duties outlined for the Secretary and for the Executive Committee—investigation as to the responsibility of such advertising agencies."

Jacksonville Meeting



The second meeting of the Florida Press Association took place in Jacksonville on Mar. 2, 1880. Members of the association seemed to be concerned with two matters: the need to rally support for a House of Representatives bill that would place printing paper on a duty-free list and the need to take action against advertisers and advertising agents who failed to live up to their contracts with the newspaper publishers. Both items were contained in resolutions adopted at the meeting.

Other business consisted of adoption of a constitution and by-laws and the election of officers. Re-elected president was H.B. McCallum and

As will be indicated later, it was some months before the first constitution was adopted, and the "other business of great importance to the press of the State, all of which will be reported to the members at the very earliest moment."

It would appear that the strongest motive for the founding of the state press association was for publishers as a whole to deal with what they felt were unfair tactics by advertising

Capt. Charles Edward Dyke, of *The Tallahassee Floridian*, was named vice-president. The offices of secretary and treasurer were merged and D.E. Elliott was elected to the merged position. Named to the executive committee were: W.H. Babcock, newspaper affiliation unknown; Daniel McAlpin of *The Florida Bulletin*, Live Oak; John A. Whitney, *Fernandina Express*; George Pratt, *Palatka Herald*; and M.F. McCook, newspaper affiliation unknown.

Chere is no record available that the Florida Press Association met in 1881. The meeting was scheduled to be held in Jacksonville in connection with the Florida State Fair. Mention of this was made in *The Tallahassee Weekly Floridian* on Jan. 25, 1881, as follows:

"During the progress of the State Fair at Jacksonville, this week, the annual meetings will be held for the Florida Fruit Growers' Association, the Florida Agriculture and Mechanical Association, and the State Press Association. These meetings are important, and it is hoped that there may be a good number of members and officers at all."

If the meeting was held, attendance must have been poor, since the officers elected in 1880 to serve for the period 1880-1881 remained in office for an extra term and served until the end of the 1882 meeting. The other possibility is that there was no official meeting held in 1881 and the officers continued to serve an extra year.

The Florida Daily Times of Jacksonville reported on Feb. 25, 1882, that the Florida Press Association had met in Jacksonville the previous day. Presiding was H.B. McCallum and the secretary was D.H. Elliott. The following slate of officers was elected to serve the association:

Captain Charles Edgar Dyke, president; W.B. Babcock, vice-president; D.H. Elliott, secretary-treasurer, and executive committee members, G.W. Pratt, *Palatka Herald*; C.A. Finley, *Lake City Reporter*; Fred L. Robertson, *Brooksville Crescent*; J. H. Anrum, *Hamilton County Times*, Jasper; and C. Codrington, *DeLand Agriculturist*.

At the 1882 meeting, members

made a beginning at adopting some professional objectives for the association. After discussing the need to keep abreast of journalistic affairs in the state, they adopted a resolution calling for the president to designate some member publisher to prepare and deliver an address at the next meeting on the subject of journalism in Florida. The resolution also called for the president to name a member to respond to the address.

Two other resolutions dealt with the old subject of the advertising agencies. One resolution called upon the executive committee to prepare a list of advertising agents "who are prompt and responsible in their settlements with members." Members also wanted a list prepared of those agencies that were not prompt in their payments.

A second resolution asked the executive committee to prepare and submit to the association members a schedule of rates to be charged for foreign advertising. "Foreign" was the term applied in those days to nonlocal advertising, meaning chiefly national advertising that came from the agencies in the larger cities of the nation.

No thought was given in 1882 to the fact that such activities as rate-setting and blacklisting of the agencies that were not prompt in payment might be illegal, as is the case today.

Pastor—Journalist

Charles Edgar Dyke, the new president, was known throughout Florida journalism as "the Nestor of the Florida Press," a term denoting a distinguished elder statesman of the profession. He was often referred to as a "walking encyclopedia of Florida."

Dyke was another pastor-journalist. He was born in Stanbridge, Ontario, Canada, on Jan. 24, 1821. He is believed to have left home in his midteens after the death of his father and made his way to Albany, New York, where he learned the printer's trade. He worked for Hoe's printing establishment until he was 18 and then moved to Apalachicola, Florida, after reading an advertisement that

printers were wanted in the area.

His next move was to Tallahassee where he obtained a job with *The Floridian and Journal*, and on Oct. 27, 1849, he and R.B. Hilton assumed ownership of the paper from A.B. Maxwell. In the Oct. 27 issue of the paper, Dyke mentioned his own newspaper career in these words:

"It will be unnecessary to say in this connection that the paper, in the hands of the present proprietors, will continue to be, as it always has been, the unflinching advocate and defender of the fundamental principles of the great Democratic party of the Union, as they have been handed down to us by the Fathers of the Republic, as well as the fearless and undisguised opponent of any attempted infringement of the rights of the South, by any party, faction, or State.

"Of ourself, however, we may be allowed the vanity to say, that, man and boy, some fifteen years of our life has been spent in the discharge of the duties incident to a printing office, nearly nine of which have been passed in this office. In this length of time, we have served in all the departments appertaining to a Job, Book, and Newspaper establishment—as a devil [the first office to be filled by all who seek to become masters of the 'art preservative of all arts'] as journeyman, as foreman, as junior editor of *The Floridian and Journal*, in the editorial management, and business losses and profits.

"We merely allude, in the off-hand manner, to these features in our history by way of showing to our future readers that we are no stranger to the arduous duties we have voluntarily assumed, in connection with our associate on whom indeed will devolve the larger share of labor in editing the paper. In our new position, we hope to render ourselves useful to our country, our State, and ourself. We expect to retain the patronage already so liberally bestowed, and shall endeavor, with the hearty co-operation of our co-laborer, to enlarge the sphere of our usefulness by extending the circulation of our paper (already the largest in the state) and by increasing our facilities for business."

By 1851, Dyke had obtained complete ownership of the newspaper. He was embroiled in the politics of

Florida as few newspapermen were before him, or have been since. *The Weekly Floridian* said of him at his death, "Though most instrumental in elevating others to office and having the highest confidence of the people as to his judgment in selecting proper men for office, he never sought office himself and declined high official positions in the state government more than once tendered to him."

The Weekly Floridian also reported that he served as a captain in an artillery unit for the Confederate cause during the Civil War, and at the end of the conflict fought to prevent the sale of West Florida to Alabama by the carpetbaggers while he was serving as a commissioner of the state.

Dyke is reported to have attended the National Democratic Convention as a delegate in Charleston, South Carolina, in 1860 and led the Florida delegation out of the convention over the slavery issue. Later, at the Southern Democratic Convention in Richmond he introduced a resolution endorsing John C. Breckinridge of Kentucky as president.



When he was 21, Dyke chose Methodism and shortly obtained a license as a Methodist minister and was known as a "very eloquent and earnest speaker." At that same age he married Sarah J. Oliver, a Tallahassee girl. The couple had two sons, both of whom died at early ages, one at 23 and the other at age 31. Dyke's wife died after the couple had been married for 33 years.

In 1877, two years after his wife's death, Dyke married Emma Winecoop, "many years his junior." Despite the difference in age, however, the marriage was described as having been "a lucky as well as happy draw in the matrimonial lottery."

Because of poor health, Dyke sold his paper in 1883. He died Feb. 8, 1887, never having recovered from paralysis suffered when he became overheated trying to separate two bulls fighting on his farm near Tallahassee.

On the occasion of his passing, editor and publisher Charles Dyke received all the honor ordinarily accorded to a governor or other high state official. Flags in Tallahassee

were flown at half-mast and businesses and government offices were closed. Courts were adjourned so that all might attend the funeral.

The Fernandina Mirror reported in an editorial, bordered in black, that "in business he was quick, liberal and successful. In private life he was gentle, considerate and just. Florida has lost one of her greatest and best citizens."

State of Journalism

The fifth annual meeting of the Florida Press Association was held Feb. 15, 1883, at the Everett House in Jacksonville. As directed by the members in 1882, two publishers opened the meeting with lengthy addresses on the "state of journalism."

Charles W. Jones, editor of *The Jacksonville Times-Union*, welcomed the newspaper publishers and then made the point that a "newspaper that is really a newspaper, or that aims to be a newspaper, is purely a business enterprise, just as a hotel or a steamboat line is a business enterprise. The public has not yet learned this. Newspaper men themselves are not as fully convinced of it as for their own interest they should be. But experience, the one teacher whose lessons cannot be ignored, is compelling acceptance even from the most reluctant."

The response by George R. Fairbanks of *The Fernandina Florida Mirror* concerned the history of newspapers, the growth of the industry in Florida from the days of territorial journalism to 1883. He deplored the desire of people for news of the "horrors that befall our people." He continued: "They want all the details. They become the most exciting of gossips, and the spread of a tale of horror, which was first announced by two or three lines of a press dispatch, in the publication of its after details, spreads like the comet's tail into infinite space."

Mr. Fairbanks added, "It has come to be said that no prudent father of a family can take home a daily city paper until he has carefully scrutinized its contents, there being so much published which is unfit for the eye of the young, or of the gentler sex; and if

unfit for them, why fit for anyone?"

In the assembled convention, the journalists passed a resolution of sympathy in the death two weeks prior to the meeting of H.B. McCallum, the FPA's first president.

At the business session, Dr. J.J. Harris of *The Sanford Journal* was elected president and Charles H. Jones of *The Jacksonville Times-Union* vice president. D.H. Elliott was re-elected secretary-treasurer. Named to the executive committee were the following: J. Ira Gore, *Cedar Key Journal*; R. Don McLeod, *Tallahassee Tallahasseean*; John F. Shecut, *Sumterville Times*; George R. Fairbanks, *Fernandina Florida Mirror*; and F.W. Pope, *Madison New Era*.

Partying Questioned

By resolution, the association members agreed to hold their sixth annual meeting at Sanford, the home of their new president. The Sanford meeting was especially interesting for a number of reasons. First, it marked a departure from the policy of meeting at the state fair. After the meeting, President Harris stated in his newspaper that the press convention was the "largest and pleasantest gathering of newspapermen ever assembled in the state... justification of the policy of removing the annual gathering from the demoralizing influence of the State Fair in Jacksonville."

Second, the removal of the meeting from the Florida State Fair did not change the complexion of the affair, since it continued to be mostly a social occasion. *The Sanford Journal* reported that the meeting began on Wednesday, Feb. 28, 1884, with the arrival of the paddleboat, *The Chattahoochee*, from Jacksonville "with the main body of newsmen aboard."

The boat was met at Sanford with the firing of a cannon and the music of a brass band. Dinner was served after welcoming speeches and other ceremonies. A business session followed until nearly midnight as the journalists debated their new constitution. A banquet and more speeches followed at the Nolan House.

On Thursday morning, the visiting newsmen visited a citrus grove and



Some of the early FPA presidents. Above: C.O. Codrington (1916). Top right: Bethel Tatum (1901). Lower left: Gilbert D. Leach (1921). Lower right: Oscar Conklin (1916).



then departed as guests aboard the South Florida Train for Tampa to continue their meeting in the newly constructed Tampa Opera House. The constitution was adopted and a new slate of officers elected, headed by J.J. Harris as the holdover president.

At least one newspaper representative objected to the partying and junketing, as reported by *The Sanford Herald*:

"There was some argument as to the worth of the meetings and the Monticello Constitution wanted to be enlightened as to the 'real objects of the Press Association, other than social reunions.' This feeling was shouted down by the other papers who felt that the recent meeting of the Press Association promised to lay the foundation of great usefulness in the future."

Other officers elected at the meeting were: T.K. Spencer, *Tampa Tribune*, vice president; D.H. Elliott, secretary-treasurer; and executive committee members: F.E. Harris, *Ocala Banner*; Fred L. Robertson, *Brooksville Crescent*; Mahlon Gore, *Orlando Reporter*; N.M. Bowen, *Tallahassee Floridian*; C.A. Finley, *Lake City Reporter*.

A highlight of the meeting was a trip to Belair, "the most interesting orange grove in Florida." A reporter for *The Sanford Journal* described the junket this way:

"Next morning (Thursday) on invitation of General Sanford, the editors and their families spent an hour amid the golden glories of Belair—the most interesting orange grove in Florida.

"There was no forbidden fruit to us in all this earthly Eden, and the radiant Eves who bore us company, tempted us to pluck from every tree and shrub its fruit and flowers. One hundred and twenty-five acres, with 12,000 orange trees, groves of lemon and olive, and gardens of famous pine-apples, gathered from all countries to be tested in the soil of Sanford.

"It is the number and value of the experiments in fruit culture now being developed at Belair that makes this the most interesting grove in Florida. Fruits from all analogous climates are being tested in this soil, and the experiments are so valuable to the future of our fruit that we do not think the sentiment inappropriate which was voiced, when, at the drinking of the flavorful orange wine presented by Rev. Lyman Phelps, General Sanford was toasted as the 'Benefactor of Fruit Culture in Florida.'"

Commenting on *The Constitution's* query about the real objectives of the Florida Press Association, J.J. Harris wrote at length on the new direction he expected the association to take

under his presidency, as follows:

"The recent meeting of the Press Association of Florida promises to lay the foundation of great usefulness in the future. All classes of professional men find advantage in the association and organization. The bar and the medical profession have their regular annual meetings, and discuss matters of common interest. The Press Association is composed of persons who wield a powerful influence in molding public opinion and in directing public attention to important movements, enterprises and plans which affect the prosperity and welfare of the people of the commonwealth.

"It is well, therefore, that those who fill this important province in the world of letters should know each other personally, in friendly intercourse in which each derives some benefit from the other. The personalities and invectives which are the bane of the newspaper press will be less apparent when personal acquaintance shall have given respect and regard.

"It will also contribute to elevating the general tone of the press, its literary character, its condensation of thought and expression and a more liberal treatment of opposing views.

"Each newspaper is apt to be too opinionated, and to meet opposing views with sharpness or pungent or personal criticism instead of force of argument, moderation and gentle but firm courtesy.

"In future meetings of the Press Association we hope to see a business programme adopted, which will bring out in brief essays upon appropriate topics, food for thought and reflection. Brain food instead of mere banqueting and physical enjoyment—a due mingling of true elements of pleasure—something which will arouse our minds to vigorous thoughts, and a higher appreciation of our powers for good and evil. So shall we make our annual meetings a source of inspiration and enjoyment."

Powerful language for such a fledgling group in its sixth year!

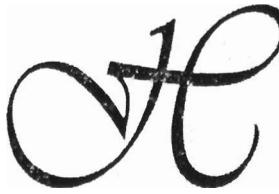
In line with these stated objectives for its meetings, the association adopted a constitution at Tampa that said in its preamble: "The object of this Association shall be the promotion of the interests and amenities of professional journalism."

J.J. Harris, President



Junius J. Harris, the third man to be elected to the presidency of the association, was born in Washington County, Georgia, Jan. 11, 1834, the son of Daniel and Vashti (Franklin) Harris. Daniel Harris was a North Carolina planter and Mrs. Harris was a native of Georgia.

Young Junius developed a taste for "literary pursuits" at an early age and entered Emory College at Oxford, Georgia, after completing his public school education. He completed the four-course in literature, graduating with high honors, and then began a medical education. He had "read" medicine with Drs. Henry and Robert Campbell of Augusta, Georgia, and completed his medical education at the Medical College of Georgia in Augusta, graduating as valedictorian of his class in 1855.



e practiced medicine in Washington County and Rome, Georgia, but ill

health forced him to give up a large and growing practice. He moved to Americus just in time to enlist in the Confederate Army and served throughout the war as a private, refusing promotion to higher ranks on numerous occasions.

After the war, Dr. Harris practiced in Smithville, Georgia, until 1869 and then moved to Brunswick, where he was twice elected mayor of the city. In 1874, he moved to Orange County, Florida, and began a new life as a citrus grower. He was so successful in this effort and so popular in the community that he was elected to the Florida State Legislature in 1876 and re-elected in 1879. In the 1879-80 session, he was speaker of the House of Representatives. He was again elected in 1881 but declined the nomination for speaker. He served the same constituency again in 1883.

In 1882, Dr. Harris moved to Sanford, Florida, and bought *The South Florida Journal* of that city and renamed it *The Sanford Journal*. The paper was first issued as a weekly, but

in August 1886 it became a daily, said to be a "bright, spicy little daily" by one of his biographers.

The new editor was warmly received by the other editors of Florida. *The St. John's Weekly* expressed the sentiments of most newspapers, calling Harris "a gentleman of fine education, a ready writer, and a fluent speaker." Most newspapers welcomed him as a Democrat, however. *The Indian River News* commented, "He will prove a valuable acquisition to the profession." *The Putnam County Journal* commented, "Hereafter the paper will be conducted as a Democratic organ."

Dr. Harris's name first appeared on the editorial page of *The South Florida Journal* as editor and proprietor on Nov. 23, 1882. He began appeals for subscribers to renew their subscriptions, saying he proposed "to make *The Journal* mutually beneficial to ourselves and the people." The following month, he announced that his daughter, Lula Harris, would be the editor while he was busy in Tallahassee with his legislative duties.

Editors were somewhat in awe of Harris's superior education and often referred to his scholarly attainments, as indicated in this statement:

"*The Journal* ought to be a bonanza to the man who can 'run a newspaper,' and we trust that our friend Harris will prove to be just that man. He is a graceful writer who can clothe his ideas in chaste and expressive language, a thorough gentleman and a man of scholarly attainments. He is familiar with public affairs in the State; knows the needs of South Florida; and his appearance and knowledge will serve him a good purpose in his new field of labor."

The writer may have meant that he had some doubts that a man of such high "scholarly attainments" could "run a newspaper."

As a footnote on the times, it should be noted that Harris reported in his paper that he had received an editorial chair as a gift from "Messrs. Adams & Haynes, Furniture dealers of this city." Acknowledging the gift, he said, "Gentlemen, we make you our best bow; may you each, if you want to, 'live a thousand years, and your shadows never grow less.'"

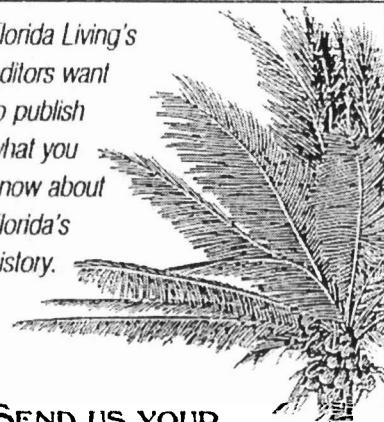
In March 1887, Harris was appointed postmaster of Sanford and

served in that post for many years. He was president of the South FPA in 1883 and served on the executive committee of the Florida Press Association for three years after stepping down as the FPA president.

Dr. Harris had married R.R. Mitchell of Floyd County, Georgia, in 1853, and the couple had seven children. He was a Master Mason, an Odd Fellow, and a Knight of Pythias as well as a member of the Methodist Episcopal Church South. Concerning his editorial ability, his biographer described him this way:

"As an editor he is one of the most polished writers of the State. His literary attainments are of the highest character. His writings bear the impress of a strong mind and a noble nature. In journalism, he never stoops to those low personalities that are so characteristic of some newspaper writers. As an affable gentleman he has few equals. He is a man full of noble and generous impulses, who always carefully guards, both in his conversation and through the columns of his paper, against wounding the feelings of his fellow-men." ☺

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Ink in the Sand

By JOHN PAUL JONES

This is the second part in a continuing series on the history of the Florida Press Association.



New Orleans

The seventh annual meeting was scheduled for Jacksonville, Florida, on Feb. 17,

1885. President Harris, however, called a special meeting for Feb. 11, since the association had been invited to New Orleans for the World's Industrial and Cotton Centennial Exposition. Free transportation had been offered by two railroads.

Fewer than a dozen members showed up in Jacksonville. A brief meeting was held there to pass on member applications and elect a slate of officers even though the slate had to be approved in New Orleans at the regular meeting.

Judge J.G. Knapp, Dr. W.B. Babcock and Dr. J.P. Wheeler were elected honorary members of the association and W.H. Simpson was placed on the retired list. Both the Savannah, Florida and Western Railroad and the Florida Central Railroad had offered to transport the members to New Orleans. The Savannah, Florida and Western was selected.

Members of the association, their wives and children left Jacksonville at 7 a.m. on Feb. 12 on board a special coach provided by the railroad. A Captain Tuttle of the Louisville and Nashville Railroad was scheduled to meet them at Chattahoochee and convey them the rest of the way. The party was scheduled to reach New Orleans at 7:03 on the Feb. 13.

On Feb. 17, *The Florida Times-Union* editorialized, "We infer that the

Florida Press Association are having a good time. Accompanying them was a correspondent of *The Times-Union* who was instructed to keep us informed by telegraph. . . When last heard from, he and the Association had reached Lake de Funiak. Afterwards they must have reached a country where liquid refreshments were easier to obtain; and we are justified in the inference that our correspondent at least is having a pretty good time."

While in New Orleans, the Florida visitors attended Florida Day at the exposition, viewed the Mardi Gras parade from a grandstand opposite City Hall, and conducted their annual meeting on Feb. 17, as scheduled, in the Ladies' Parlor of the Hotel Windsor.

The following were unanimously elected: Charles H. Jones, *Jacksonville Times-Union*, president; John B. Johnston, *Waldo Advertiser*, vice-president; D.B. Elliott, *Florida Dispatch*, secretary-treasurer. Members of the executive committee named were: J.J. Harris, *Sanford Journal*; George R. Fairbanks, *Fernandina Florida Mirror*; F.E. Harris, *Ocala Banner*; Frank Phillips, *Pensacola Advance Gazette*; and Mahlon Gore, *Orlando Reporter*.

A special committee was named to select a badge for the association. On the committee were Charles R. Jones, John T. Graves, and D.H. Elliott. Another committee of Florida publishers met with editors from other states to organize a national press association. Elected president of the new organization was B.B. Herbert of Red Wing, Minnesota. Charles H. Jones, the new president of the Florida Press Association, was elected first vice-president.

The Florida newsmen and their families returned home on Feb. 20 after agreeing to hold their 1886 meeting in Gainesville, the city of their founding.

Charles H. Jones, the fourth editor to hold the presidency of the Florida Press Association was born in Talbotton, Georgia, on Mar. 7, 1848. He was only 15 years old when he joined the Confederate Army and served until the fall of Atlanta, when he was

transferred to the Confederate Navy. At the close of the Civil War he was a member of the Georgia Reserves.

From 1865 until 1881, Jones lived in New York City where he edited magazines such as *Appleton's Journal* and the *Eclectic Magazine*. He is said to have contributed to many leading publications of the day and wrote two books. In 1881, he moved to Jacksonville and established *The Florida Daily Times*. *The Times* was consolidated with *The Jacksonville Union* in 1882 to form the present-day *Florida Times-Union* in Jacksonville.

In 1888, Jones sold *The Times-Union* and moved to St. Louis, Missouri, to become editor of *The Missouri Republican*, later called *The St. Louis Republican*. Between 1893 and 1897, he edited *The New York World* in New York City, and *The St. Louis Post-Dispatch* in St. Louis for Joseph Pulitzer.

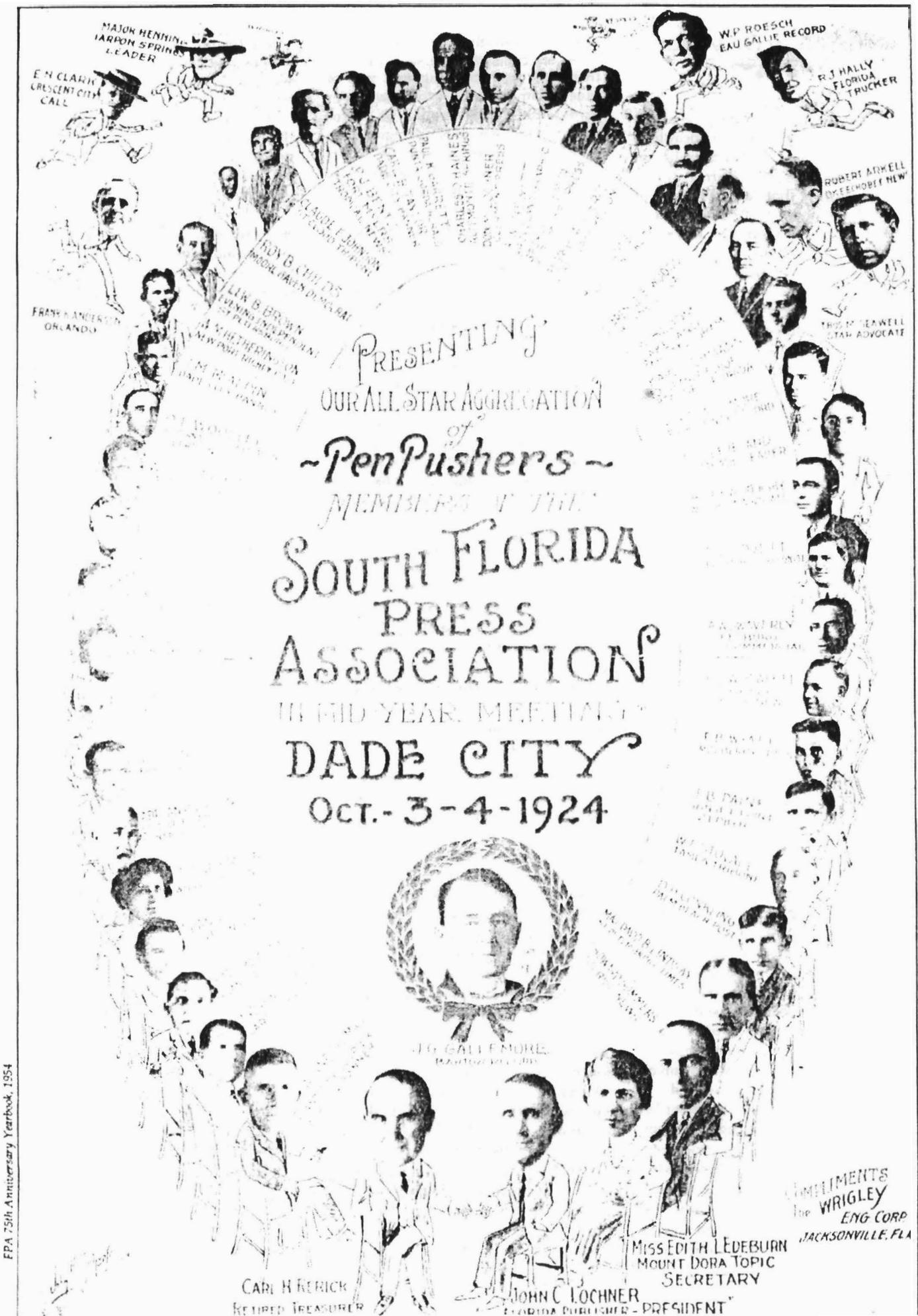
He was a member of the World's Columbian Commission and originated the idea of the Louisiana Purchase Exposition in 1904 in St. Louis.

He played major roles in the Democratic Party in the elections of 1896 and 1900 by writing the Chicago platform for the party in 1896 and the Kansas City platform in 1900. He was a key figure in the founding of the International Editorial Association in New Orleans in 1885, and was one of the primary leaders in the founding of the American Newspaper Publishers Association.

The International Editorial Association became National Editorial Association at a meeting in Cincinnati, Feb. 23-25, 1886, and Charles H. Jones served as its president for the 1887 meeting in Denver, Colorado.

Mr. Jones married twice, the first time to Elizabeth Cowperthwaite in 1871, and after her death in 1888, he married L.E. Parsons in 1890. He moved to Paris, France, and died there on Jan. 27, 1913, at 64 years of age.

Of all the presidents to serve the Florida Press Association during its first 50 years, Charles H. Jones was one of the most distinguished in national journalism.



Some New Directions

The eighth annual meeting of the association was held in the "beautiful new courthouse" in Gainesville on Feb. 11-12, 1886. *The Florida Times-Union* reported that "about twenty of the old members were present and twenty-one new members were admitted to membership."

This attendance did not suit President Charles H. Jones, who commented in his presidential address, "I think you will agree with me that the Association has not, as yet, attained that truly representative character which such an Association should possess; that is, it has never yet included a majority of those in the State engaged in the pursuit of journalism. It has seemed to me, if you will pardon me for saying it, that unless we can enlist in its active membership at least a majority of the journalists in the state, it is hardly worth while to maintain the organization."

Che new president reviewed the history of the association, pointing out that, in his belief, it had never been much more than a social organization, but that it had great potential to serve the needs of the newspaper industry of Florida and every effort should be made to help it attain such an important goal. He spent much of the remainder of his address proposing ideas to strengthen the association:

→ He proposed that the annual meeting be held in May or June instead of February, saying February was the busiest time of the year for publishers.

→ He proposed that the program for the meeting be "more interesting and instructive." He suggested that the by-laws of the association be changed so that in addition to an address from the president of the association, another address pertaining to the profession of journalism should also be required.

→ He proposed that a member be designated at each meeting to deliver an "Annual Poem." "It is reasonable to suppose that the Florida Press Association comprises within its membership as many mute inglorious Miltos as any other, and the construction of the Annual Poem would enable them

to reveal themselves to the world."

→ He called for the selection of a theme for each meeting that was of practical importance to the newspaper profession. "This should be introduced by some member designated to prepare a concise statement of his views upon it, the understanding being that when his paper is read it is then debated by the members present with the view to reaching conclusions thereupon which shall be of practical utility," he said.

→ He asked that the proceedings of each meeting should include an opportunity for any member to bring before the convention any subject "that has come within the range of his experience during the year and which is likely to be of interest to other members."

→ He asked that the association adopt an official badge, "not a mere piece of ribbon, which will be thrown aside when soiled, but a metal badge of pleasing and appropriate design."

Later in the meeting all proposals were presented in the form of amendments to the by-laws and passed unanimously by the membership.

Despite the fact that President Jones pointed to the practice of "junketing" by members of the association as one of the evils, he did propose that an annual junket, or free trip, be taken in connection with the May or June meeting. He defended the suggestion on these grounds:

→ "It is the regular practice each year of other State Associations to make excursions to some point of interest."

→ "...Excursions cannot fairly be stigmatized as 'junkettings.'"

→ "To his general knowledge an editor is expected to aid catholicity of tone, and probably there is no better way than by travel to acquire by personal observation this knowledge of other localities and people and the resulting catholicity of sentiment."

→ "...and as there is no season of the year when it is easier for Florida journalists to leave their work than in May or June, so there is no season of the year when it is pleasanter to make an excursion say to Washington, New York, Boston, the Mammoth Cave, the Luray Caverns, the mountain region of North Carolina, and similar localities, to which excursions might be arranged."

It was clear that the president was

trying to appease both camps of publishers, one camp who believed in all work and no play, and the other who believed in fun conventions only.

The Gainesville meeting revealed that the association was not a wealthy group. The treasurer reported a bank balance of \$70.30.

On the second day of the meeting, the members elected a new slate of officers headed by Charles H. Jones, elected for a second term. The minutes indicated two dissenting votes, however. Also elected were F.E. Harris, *Ocala Banner*, vice-president; D.H. Elliott, secretary-treasurer; J.B. Johnston, *Pasco County Democrat*, Dade City; George Fairbanks, *Fernandina Mirror*; J.J. Harris, *Sanford Journal*; J. Ira Gore, *Cedar Key Journal*; and E.D. Oslin, *Altoona Register*, members of the executive committee.

Bad Citrus Publicity

The ninth annual meeting of the association was held in Fernandina June 15-16, 1887. One of the first acts of the convention was to elect the following new members:

C.E. Merrill, editor-in-chief, *Jacksonville News-Herald*

A.O. Wright, *Jacksonville News-Herald* staff

R. Walpole, editor, *Sumterville Times*

I.J. Halstead, editor, *Gainesville Record*

T.W. Moore, publisher, *Fernandina Mirror*

S. Manucy, publisher, *Fernandina Mirror*

C.H. Pratt, editor, *Palatka Herald*

B.B. Tatum, editor, *Bartow Advance-Courier*

W.W. Breeze, editor, *Temperance Alliance*

J.M. Osborne, editor, *Daytona Messenger*

E.W. Peabody, editor, *Sanford Argus*

E.O. Painter, editor and proprietor, *Florida Agriculturist*

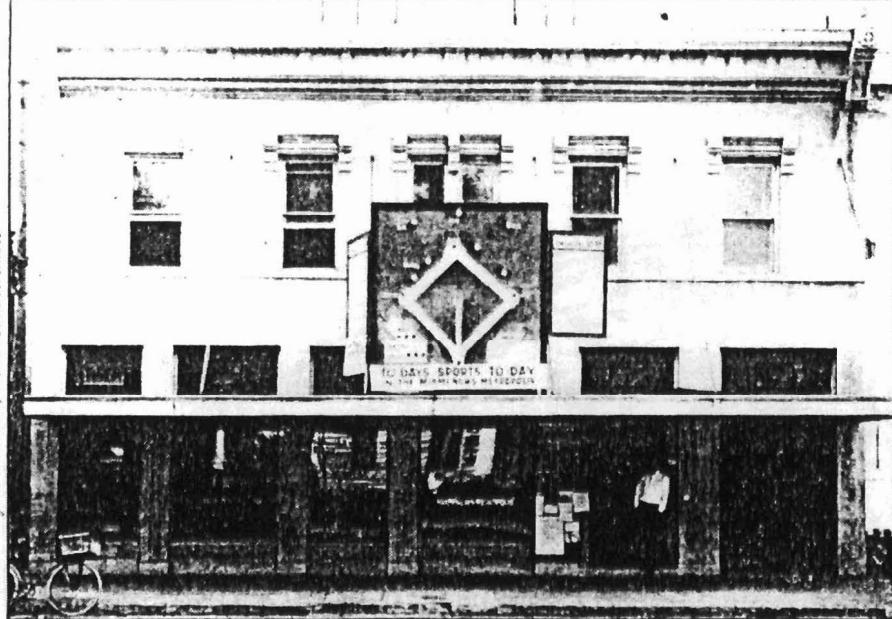
S.W. Johnson, editor, *Florida Agriculturist*

W.D. Turnley, editor, *Lake Weir Independent*

A.H. Manville, editor, *Florida Dispatch*

Fred F. Heath, editor, *Fruit Grower*

A.R. Parish, editor, *Highland Park*
Many of these persons would fig-



The Miami News-Metropolis office building in 1923 with a baseball score board by which bystanders across the street could watch the progress of a big league game.

were prominently in the affairs of the association in the years ahead.

In his annual report to the membership on the "state of the Association," President Jones reported a membership of 69 active members and seven honorary members. He paid tribute to former FPA president, Charles E. Dyke, deceased, in these words:

"One of these, Captain Charles E. Dyke, was twice the President of our Association, was the oldest and most honored member of our profession in the State, and during the period of his active work probably exercised wider sway and a more potent influence than any other journalist that has ever lived in Florida.

"For some years prior to his death, Captain Dyke had retired from the active labors of his profession, but his name was still borne on our rolls as an honorary member, and I well remember the deep interest which, up to a very recent period, he took in the affairs of the State Press Association."

President Jones also reported that he had been elected president of the National Editorial Association and would attend the meeting of that group in Denver in September 1887. He stated that Florida was entitled to send four delegates, in addition to the president and secretary of the Florida Press Association. He asked the association for permission to pay the membership dues for these delegates at the rate of 25 cents each from the FPA

treasury. Concerning the Colorado meeting, he said:

"In spite of the Inter-State Commerce Law it is believed that it will be possible to arrange with railroads for the transportation of your delegates to and from Colorado."

At the Gainesville meeting in 1886, Florida editors had been upset by the bad publicity appearing in northern newspapers as a result of a hard freeze in Florida. The editors felt the accounts had been greatly exaggerated and Florida was made to appear stripped of all its citrus, including the trees.

Secretary D.B. Elliott reported in Fernandina how the second meeting of the National Editorial Association in Cincinnati had been used to correct the stories about Florida's citrus condition. His report said:

"The next meeting of this Association (NEA) was held in Cincinnati, to which the Florida Press Association instructed that delegates be sent, and authorized their appointment by the President. The secretary secured transportation for this delegation to Cincinnati and return. The delegation arranged to make a display of fruits and flowers at this meeting, to illustrate the fact that the citrus family was not frozen out.

"The secretary purchased the fruit, paying therefore from the funds of the Association, had it transported free by the Southern Express Company, and arranged in the parlors of the Burnett

House, Cincinnati, in the decoration of which, with buds, blossoms and flowers, we are greatly indebted to Mrs. A. S. Mann, wife of delegate, A.S. Mann, of Brooksville.

"A delegation from the National Editorial Association was invited to visit Florida and report upon the condition of its fruit industry. The invitation was accepted, and a delegation appointed by the Association. These were carried on a grand tour through the orange production section of Florida, and their report heralded throughout the land—the results and benefits of all of which can be accredited to the Florida Press Association."

Fairbanks President

New officers elected at the Fernandina meeting were: George R. Fairbanks, *Fernandina Mirror*, president; F.E. Harris, *Ocala Banner*, vice-president; and D.B. Elliott, secretary-treasurer. President Fairbanks appointed a new executive committee, as follows: J.B. Johnston, *Pasco County Democrat*, Dade City; J.J. Harris, *Sanford Journal*; R. Walpole, *Sumterville Times*; M. Daniel McAlpin, *Florida Bulletin*, Live Oak; and C.E. Merrill, *Jacksonville News-Herald*.

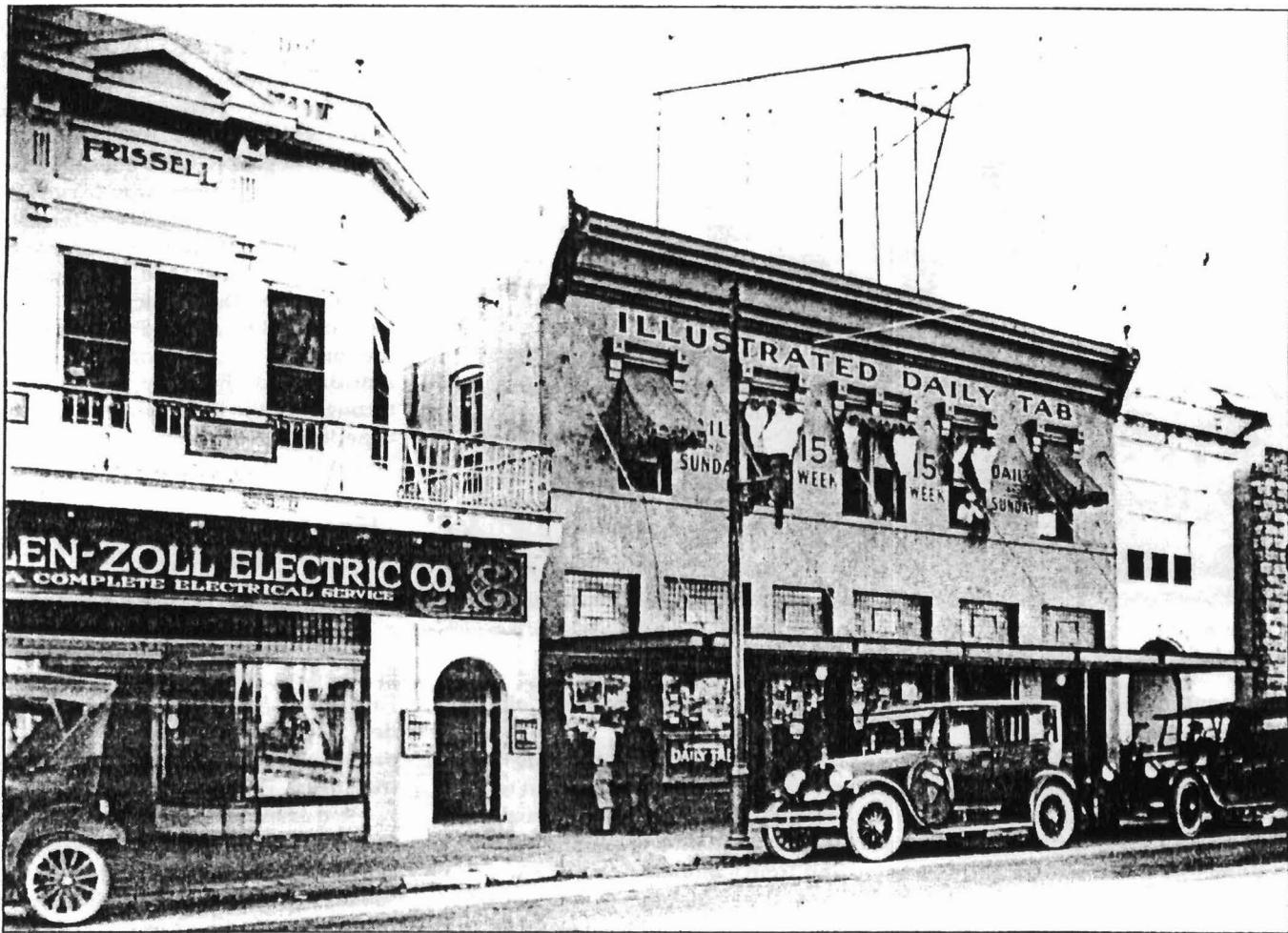
Before adjourning, the members took the following actions:

→ Moved that at future meetings, members be urged to bring their wives and daughters. → That the next meeting be in Key West and that the secretary arrange for transportation of the members. → That an orator, an essayist and a poet be appointed from among the membership.

L.C. Vaughn was appointed essayist, John Temple Graves was appointed orator and C.F. Merrill was appointed poet.

A committee on "outside advertising" reported that it had obtained agreement among the members to the following minimum rate for advertising: "one hundred dollars per column gross, with the addition of 25 percent for short time advertising, and double those rates for reading notices, with no professed position at those rates."

The committee further reported, sorrowfully, that it had reason to believe that the agreement had not been kept by some newspapers and asked if



The Illustrated Daily Tab office in Miami, 1924. Note weekly subscription charge—15 cents.

it should continue in its efforts to get the newspapers to accept a minimum rate. The report was simply filed without the question being answered.

Another resolution was adopted asking that a law be passed "against the circulation in this State of that class of papers of which the 'Police Gazette' is a type." Even in 1887, this kind of resolution seems rather astonishing in the light of the First Amendment. A second part of the same resolution called upon the publishers to "scan more closely the matter of offered advertisements, especially those of questionable medicines; and carefully exclude all such as are calculated to offend in this direction."

The new president, Major George Rainsford Fairbanks, was born in Watertown, New York, on July 5, 1820. He was educated in Watertown at the Watertown Academy, and in Montreal, Canada, at the Petit Séminaire. When he was 16, he entered the sophomore class at Union College in Schenectady, and was graduated in 1839 with a

bachelor's degree. He received his master's degree from the same college and then studied law.

In 1842, he was admitted to the New York Bar, and that same year became a Clerk of the Superior Court of East Florida in St. Augustine, where he lived until 1859.

Major Fairbanks was a prime mover in the establishment of the Florida Fruit Exchange, and owned groves on Orange Lake between Micanopy and Ocala. He was at one time president of the Florida Horticultural Society.

Fairbanks was also one of the main promoters of the Florida Historical Society, serving at one time as its vice president. He was an honorary member of the New York Historical Society, and before and after the Civil War lectured on American history at the University of the South at Sewanee, Tennessee.

Major Fairbanks learned Spanish in order to study early documents on the history of Florida. He helped found Sewanee, and in 1859 built a home there which was burned by Federal troops during the war. He helped rebuild the university after the war and wrote and published its history in 1905. He taught at the University of the South during the year and spent the winter in Florida.

Fairbanks was made a major and quartermaster in the Army of Tennessee, CSA, and was placed in charge of hospital services in Georgia and Alabama until the end of the Civil War. His parole was signed by Secretary of State Seward, who had signed his commission as a colonel in the militia of the state of New York before he moved to Florida.

On Oct. 8, 1842, Fairbanks married Sarah C. Wright of Adams, New York, who died 16 years later in 1858. In 1860, he married Susan B. Wright, his wife's widowed sister-in-law.

In 1881, Fairbanks became editor of

the newspaper in his winter home town, *The Fernandina Florida Mirror*. Comments on the new editor's performance were most favorable. It was said that he was "getting out one of the best weeklies in the state" since he had eliminated advertisements from the first and second pages and begun to concentrate on national, state and some foreign news on the first page and editorial material on the second page.

Another one of his peers said, "George Fairbanks...was printing a progressive weekly newspaper in all phases, and was receiving praise from all over the South for his improvements in the paper."

In 1885, Major Fairbanks built a large home in Fernandina and put a lot of his time and effort toward building the community and state. *The Florida Mirror* is one of the newspapers in the family tree of the present-day *Fernandina Beach News-Leader*, which traces its beginning back to 1858 by counting a number of mergers, purchases and successions.

At age 86, Major Fairbanks died on Aug. 3, 1906, at Sewanee, Tennessee, and was buried there. During the later years of his life he had lectured in American history at the University of the South.

Key West Convention

The association celebrated its 10th year by journeying to Key West for the 10th annual convention. Members arrived in Key West aboard a steamer of the Plant System, the *Olivette*, from Tampa on Mar. 6, 1888. They were

greeted by a brass band and a dozen or more of the city's leading citizens. Words of welcome were extended by Judge James W. Locke, who commented on how isolated from the rest of Florida and the United States the citizens of Key West felt, "except when it came time to pay taxes," he said.

The judge's message conveyed a feeling of bitterness for the manner in which his island city had been neglected by the rest of the state, and expressed his delight at the visit of Florida's newspaper publishers, which, he said, was an omen for the future.

This feeling of bitterness apparently had been brought about by a yellow fever epidemic the previous year, during which the people of Key West had been quarantined. Some newspapers to the north had even pressed for the holding of all people on the island at the point of shotguns, if necessary.

Judge Locke concluded his remarks by saying, "The press is a power for good, but we cannot deny that it may be used as to have its good turned into gall, its sweetness into bitterness. But we have confidence in you, gentlemen, and feel that in your hands the trust is safe."

In his response to the welcome, President Fairbanks revealed how important he felt the newspapers of Florida were when he said:

"It is the first time the Florida Press Association has struck out from terra firma and entrusted the third estate to the broad waters, out of sight of land,

bravely risking the tremendous consequences to the State which could ensue if we were all engulfed in the beautiful waters of the Gulf of Mexico."

There followed other words of welcome and more replies before President Fairbanks began his annual message to the members of the association.

"No matter of special importance to our profession has occurred since our last annual meeting," he said, adding that, he would occupy his time with some thoughts on the functions of journalism. He emphasized in great detail that he did not believe the function of journalism was to provide sensational news for depraved readers.

"First among the promoters of this deadly sin is the press which fills columns with accounts of crime. There is no need of this; there is positive detriment to society; yet it goes on without diminution, this daily spreading for the people their feast of bloody food. Every quarrel, every assault, every assassination and murder, must be related in full, with all the circumstances and minute descriptions of the actors, and still better, if possible, with their portraits and plans and diagrams of the scenes of action."

President Fairbanks did not like some sports news and the use of illustrations in newspapers. He commented on these matters as follows:

"There is also the base ball column and racing column, which takes the place of better and more judicious reading. To say the least, it lowers the standard of the paper which devotes an undue space to special reports of base ball games, horseracing and pugilism. There is also a growing custom of using illustrated articles. From the nature of the case, these are inferior in execution, often mere caricatures, and the subjects largely taken from the criminal classes. One has now to look for the name to tell whether the picture presented is that of a noted murderer, a patent medicine man, or a cabinet officer."

President Fairbanks concluded his remarks by quoting a Mr. W. Rice of Massachusetts as to what a newspaper should be:

"The ideal newspaper is one that shall publish the correct news of the day concisely and truthfully; shall not for

Residence in Tallahassee of N. M. Bowen, editor of The Floridian and president of the Florida Press Association in 1889.

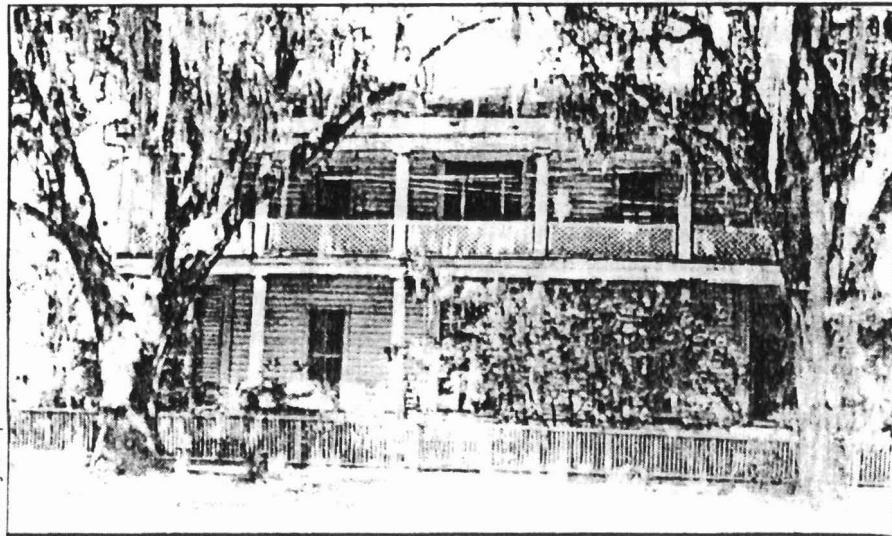


Photo by Hampton Dunn

fear or favor withhold proper facts; shall not criticise or expose, roughly, matters of a private character, but shall criticise boldly, and without sparing, hypocrisy, corruption, demagogic, and self-seeking in public places."

The following new members were elected at the Key West meeting:

C.M. Sturgis, *Church Year*, Jacksonville

H.S. Allen, *New Smyrna Breeze*

S.B. Chapin, *Gainesville Daily Record*

Rev. J. Anderson, *Sanford Christian Advocate*

J.M. Verence, *Sanford Journal*

F.W. Merrin, *Plant City South Florida Courier*

H.J. Cooper, *Tampa Journal*

W.R. Carter, *Jacksonville Metropolis*

G.M. Mathes, *Tampa Tribune*

S.L. Bristow, *Lakeland Florida Cracker*

F.W. Mumby, *Jacksonville Church Year*

A.S. Mann, *Brooksville Register*

Ramon Rivero y Rivero, *Tampa Revista de Florida*

Jose D'Poyle, *Key West El Yara*

Jose R. Estrada, *Key West La Propaganda*

A major concern of the members at the Key West meeting was recent action by the Florida Legislature which reduced the rate allowed on legal advertising. "The new rates are entirely inadequate to compensate for labor and expense of publishing," the members said in a strongly worded resolution. The resolution called for the president of the association to appoint a committee of members to attend the "next session of the Legislature, and endeavor to have the law fixing the price to be paid for publishing tax sales advertisements so amended as to provide just and proper compensation for the same, and in the meantime to formulate an amendment to the present law."

At the end of the first day of meetings, George R. Fairbanks was re-elected president and Col. J.H. Anrum, publisher of *The Hamilton County Times*, Jasper, was elected vice president. D.H. Elliott continued as secretary-treasurer. Members of the executive committee, appointed later, were: F.E. Harris, *Ocala Banner*; R.H. McIlvaine, *Cedar Key Gulf View*; N.M. Bowen, *Tallahassee Floridian*; L.C. Vaughn, *Orlando Sentinel*; and D.

Redmond, *Southern Immigrant and Cultivator*, Jacksonville.

When the sessions continued the next afternoon, L.C. Vaughn, editor of *The Orlando Sentinel*, read a passionate essay on the state of journalism in Florida. He began by saying that Florida had some 100 publications, "the circulation of which exceeds hundreds of thousands." Commenting on the technology of the press in those days, he said:

"Since the introduction of the Press in Florida, journalism has undergone several revolutions and is likely to undergo more. The invention of the cylinder press did as much for the profession, which now rules the world, as the discoverer of gunpowder did for the savage profession, that ruled before.

"The enormous extension of electric wires and ocean cables have superseded the old correspondent, and now the Washington letter, with lightning speed, comes by telegraph. The account of a great battle fought yesterday in the Old World is read today in our columns with as much accuracy as it is in the community where it occurred.

"In the newspaper you purchase this afternoon you may read the words, 'Queen Victoria spoke to her Parliament since the sun rose in England, or what a Congress of European representatives said and did on the banks of the Bosphorus the evening before.' The journalist now at one leap takes the world for his province. The question arises, what will be the next revolution? Our newspaper of today presents as many topics of human interest as the human mind cares to consider. We will not have a greater variety or quantity, but a superior quality of matter from the press.

"One does not desire to have great 'masses of undigested news' thrust upon him, but expects the editor to select the salient points and present them in readily comprehensible form. In the past, the greatest expenditure in conducting a newspaper was the white paper; now it is the news; in the future let us hope it will be the brains."

Mr. Vaughn concluded his essay with these words, "Gentlemen of the Florida Press Association, let not the future of journalism in our glorious state fall short of the lofty dignity of its true station, even though society should fall short in its demands; let it

aspire to a higher function than the mere pleasing of the people. Let's refuse to listen to the whispers and to move at the beck of cliques and factions.

"Let us fully appreciate our responsible positions with due regard for truth and conscience. If we do this, journalism in Florida have attained its proper eminence and glory."

Although C.E. Merrill of *The Jacksonville News-Herald* was named "poet" for the Key West meeting, the annual poem was delivered by W.D. Turnley of *The Lake Weir Independent*. The poem was a nostalgic, flowery tribute to Florida and the climate, to young love and courtship. A later speaker had this to say about the poem:

"The poem that has been so beautifully recited has also lent its charm to this very enjoyable occasion; as I listened to the soft rhythm of its verses, my heart itself was touched. I felt that if I were one of the softer sex, I could not 'say him nay,' who wooed in such a melodious voice." ☺

Part three of the continuing history of early journalism in Florida will be presented in our October issue.

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Part three in a series on the history of the Florida Press Association.

By JOHN PAUL JONES

the Sand

Railroad Advertising

Without automobiles or any other fast means of transportation except trains and ships, Florida publishers in the 1880s used trains and ships for their state meetings, as well as for regional and national journalism gatherings.

The transportation companies apparently were happy to provide this service free of charge, or in return for advertising space, since the newspapers were important organs for building towns and increasing tourism and population for the state. For the first time at a Florida Press Association meeting this arrangement came under question at the Key West meeting.

Early in the meeting, a committee was appointed to address the problem and "bring in a suitable solution" before adjournment.

The special committee presented a resolution which called for an end to the practice of newspapers publishing railroad schedules "and other railroad advertising" free in return for specific trip passes, the committee asked that the railroad advertising be done on a contract basis.

The committee went so far as to suggest a schedule of rates for weekly newspapers, based on circulation. A weekly with a circulation of 500, for example, would receive an annual fee of \$10 per square or \$20 per column inch. A paper of 3,000 circulation would get three times that amount.

The records of the meeting indi-

cate that no action was taken on this proposal.

Another resolution, helpful to Key West, was passed and ordered sent to Florida's congressional delegation. This resolution called for Congress to release funds for the deepening of the Northwest Passage at Key West, saying such action "is of vital importance to the commerce of the Gulf States, and especially to Florida and Key West."

Announcement was made that there would be a "vaccination matinee" on Mar. 9 for those members going to Cuba. The announcement stated, "Dr. Porter will give a matinee performance, introducing his little lancet in a series of new and taking experiments. All who propose visiting the Island of Cuba will find it to their advantage to be present. Doors open promptly at 12 o'clock noon."

On Mar. 12, in Key West, members passed the following resolution before boarding the S.S. Olivette for their return to Tampa:

"The Florida Press Association, having visited Havana, Cuba, feel authorized to say that from all the information they could obtain, and from their own observation, there is no reason at this time why any person should be deterred from visiting Havana."

This resolution was wired to *The New York World*, *The Jacksonville News-Herald*, *The Atlanta Constitution*, *The Savannah News*, with a special request that it be made special to the United and Associated Press.

Thus, at the end of its first 10 years, the Florida Press Association had an active membership of 69 members from "some hundred Florida news-

papers." It had a constitution and by-laws, setting forth three kinds of membership: active, retired and honorary. For active membership a person had to be a proprietor, publisher or editor "of a newspaper published in Florida, and of such a character as can be entered in the post office for mailing as second class matter." Honorary members were described as "patrons of journalism of noted learning, ability and integrity of character."

Despite the specifications for active membership, such publications as *The Florida Baptist Witness*, *The Fruit Grower*, *The Agriculturist*, *The Church Year*, and *The Christian Advocate* appeared on the list of active members.

At the end of the 10 years, the members had passed from operating primarily as a social organization, that almost ceased to exist a number of times, to one with a purpose that sought to assist its members and bring them "practical" programs at the annual meetings. Its chief concerns, as evidenced by the resolutions passed at meetings, were in the advertising area and its members' dealings with advertising agencies. The efforts of the association to get all member newspapers to charge the same advertising rates appeared to be accepted in principle only.

As was typical of the age, speeches at meetings were long and filled with flowery sentences that sought to add passion, praise and principle to each speaker's thesis.

Florida editors had high respect and love for their profession, despite the fact they lived in an age when it was considered proper to cut one another to pieces in their columns. This latter practice was discouraged by the association officers, who sought to bring a more gentlemanly approach to the solutions of news and editorial differences of opinion.

Reorganization

Between 1889 and 1899, the Florida Press Association suffered more growing pains as the organization struggled for some kind of satisfying identity within the state community.

Annual conventions were filled with long discussions of the constitution and by-laws, and the provisions

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of these documents were changed many times.

The extent of the membership was a subject of much concern and membership committees were appointed afresh each year to try to iron out differences. Some editors wished to limit membership to editors and publishers only while others wanted to include their friends from the railroads and other Florida business areas.

The push by some members was to make the association a strong business organization that would present a strong front for the newspapers in business matters before the state legislature and the Congress of the United States.

This period marked the first appearance of female members in the association, although early in the association's history members had been urged to bring their wives and daughters to convention sessions. Decades passed before a woman was elected president of the association.

Association members' deep interest in the growth and development of Florida came to full flower during this decade prior to the turn of the century, as members expressed strong opposition to the abolition by the state of the Bureau of Immigration and called for the reestablishment of the bureau and passage of a tax to support it.

The main purpose of the bureau was to attract new residents to Florida. Members of the press believed in promoting the state and were willing to use their newspapers for such purposes.

Beginning in 1889, the association adopted a practice of holding a second state meeting in May or June, but called the meeting an "adjourned" session of the annual meeting held earlier in the year. This "adjourned" meeting appeared necessary to complete some business of the association begun at the earlier meeting, particularly the passage of changes in or additions to the FPA Constitution and By-Laws.

Yellow Fever Intervenes

The association met Feb. 13, 1889, in Pensacola but after a single session members adjourned that meeting and then met in St. Augustine on Mar. 28 to complete their business.

The shortness of the Pensacola part of the meeting may have been due to the yellow fever epidemics that had swept Pensacola, Tampa and Jacksonville in 1888. A columnist in later years reported that "the newspaper men could not meet in Pensacola, as the troops guarding the city would not have admitted them. So the meeting was eventually held in St. Augustine."

As a matter of fact, the editors were admitted and began their 11th annual convention in that city. At a morning business session members discussed a tax to promote immigration into Florida and the legal advertising rate allowed newspapers for public notice advertising. New members were elected and then the meeting recessed for carriage rides around the city and an afternoon of sailing on Pensacola Bay, as well as visits to the naval yard and Fort Pickens.

Attendance at the meeting was poor despite the fact that transportation was free on the railroads in Florida. The meeting was adjourned and then resumed on Mar. 28 in St. Augustine. Thirty-five editors attended and were described as "altogether as intelligent a body of men as ever convened in Florida at one time."

Delegates met to "perfect the organization," a calling of the roll with George R. Fairbanks, president, in the chair. Then came adjournment for lunch and entertainment at the Ponce de Leon and Cordova hotels.

President Fairbanks delivered his annual address, dealing with the yellow fever epidemic of the past year and the prosperous crops of the same period. He praised two editors of *The Florida Times-Union*, Editor-in-Chief Edwin Martin and City Editor M.R. Bowden, who died covering the "infested cities."

In its Centennial Edition in 1964, *The Times-Union* discussed the yellow fever epidemic as follows:

"In August of 1888 yellow fever broke out in the city. Almost overnight Jacksonville lost half of its population as thousands of people

panicked and fled to places of refuge in other states.

"There were more than 4,700 cases of the fever with 427 deaths among an epidemic population reduced to about 2,000 people by the time the mass exodus was over."

Describing the quarantine as so severe that towns outside of the Jacksonville area threatened bodily harm to those who ventured into their towns, the newspaper went on to discuss the disease itself:

"Nothing was known definitely about how yellow fever originated and spread. One writer of the day summed up a profusion of theories regarding the disease: 'Some thought,' he wrote, 'that it traveled through the ground at a rate of two miles a day; others thought it came from the deadly miasmic vapors rising at night from the swamps and marshes.' It was generally believed that the fever could be transmitted by inanimate objects as well as by people. Everything was suspect, including newspapers, furniture, bedding, dry goods—and even ice and heavy machinery."

As a result of these beliefs, quarantine stations were set up just outside of Jacksonville where newspapers and mail from the city could be fumigated before being sent on its way.

M.R. Bowden, *The Times-Union* City editor, died on Sept. 19, 1888, from the fever. He had quit his job the day before to take care of several members of his family who were down with the disease. Col. J.J. Daniel, president of the Florida Publishing Company, died on Oct. 2, 1888. Friends had urged him to leave the city for the mountains, but he refused to leave his work. An editorial in *The St. Louis Republican* spoke of Col. Daniel in this way:

"By the death of Col. Daniel, Florida loses its most beloved citizen, and the world loses an honest and upright man and a Christian gentleman. He declined nearly every office in the gift of the people of the state, and yet he was continually working in their service."

Editor Edwin Martin died Oct. 8, 1888. In September he had written a friend about the danger involved in continuing to work in the infested city:

"...Of course, I fully appreciate the dangers we incur here. . .but I had

rather fail at the post of duty than live with the consciousness of having deserted it. . . . I was called on the other morning to visit some people who were on the point of actual need for food, and it was a privilege to hear them speak of how good the Lord had been to them in time of trouble.

"I believe the scourge will result in much spiritual good here in Jacksonville, and while I will not presume to say that it is a punishment for our sins, I can say that it has awakened in me a deeper sense of my dependence on God and of my duty to my fellow creatures than I have ever felt before.

"I believe that if He spares me through this epidemic, I will, with His help, take a bolder stand for Him than I have ever done in the past."

Following Editor Martin's death, *The Times-Union* said, "He laid down his life in this cause as truly as ever a soldier fell upon the battlefield duty."

Prior to the epidemic, Martin had developed a serious kidney condition and had been advised to leave Jacksonville, since in his condition he would be a prime target for the fever. Instead of leaving, however, he sent his family to safety and arranged his own affairs in the event he should die.

Topics up for discussion at the St. Augustine portion of the 1889 meeting included the public notice advertising rate and libel laws.

Members thought that the advertising rates set by the legislature were too low at one-fourth the charge for regular commercial advertising. The libel laws were criticized because they allowed "the small newspaper bearing no malice to be forced to pay excessive damages."

The second day of the convention the editors passed a resolution calling for the legal advertising rate to be increased to \$1.00 per square and 50 cents for subsequent insertions. If time payments were granted by the newspaper, the editors felt an additional 50 cents per square should be allowed.

The Florida Press Association was serious about the convention poet. Dr. R.H. McIlvane, editor of *The Gulf View* at Cedar Key, who had been appointed poet for the convention, died of yellow fever the day he was supposed to deliver his poem, so C. Merrill, editor of *The Jacksonville Times-Herald*, read McIlvane's poem, "The Legend of the Suwannee River."

Courtesy Florida Times-Union / Jacksonville Journal / Florida State Archives



Advertising offices of The Florida Times Union in Jacksonville in 1911.

President Bowen

The St. Augustine meeting ended with the election of the following officers: Newton Marion Bowen, proprietor of *The Tallahassee Floridian*, was named president; Mahlon Gore, one of the owners of *The Orange County Reporter*, Orlando, was named vice president; and D.H. Elliott, editor of *The Florida Dispatch*, continued as secretary-treasurer.

Members of the executive committee were: J.H. Ancrum, *Hamilton County Times*, Jasper; E.O. Painter, *Florida Agriculturist*; and Messrs. Humphreys and Berlinger, journalistic affiliations unknown.

President Bowen was born May 17, 1840, near Boston. He moved south after the Civil War, residing first in Georgia and arrived in Tallahassee in 1874, where he lived until his death.

He was employed as foreman for several years on the old *Floridian*, and afterwards, on the retirement of Charles E. Dyke, became owner of the paper. He was State Printer for many years and "made a splendid reputation for his establishment, and for himself and his partner, J.W. Dorr, who was *The Floridian's* editor, for honest work and fair dealing."

In 1877, Bowen married Miss Barefoot of Tallahassee and the couple had four children. He died in Tallahassee on Oct. 13, 1905, and *The Weekly True Democrat* reported, "Newspaper people throughout the State will unite

in sincere regret to learn of the death, on Friday last, the 13th inst., of Mr. E.M. Bowen, well known all over Florida as one of the oldest newspapermen. Mr. Bowen had suffered two or more strokes of paralysis, and for some time had been in very feeble health. His indomitable spirit and cheerful disposition, however, kept him on his feet, making valiant efforts to provide a support for his family; and when the end came it was only a short time after he had been on the streets, making his daily rounds."

By the time the Florida Press Association opened its 12th annual meeting in Lake City on May 14, 1890, a swell of opposition to the way the association was organized had reached the point where changes had to be made.

A contingent of publishers, led by Mahlon Gore, editor and publisher of *The Orange County Reporter*, sought to reorganize the association into a state business group that would exist solely to protect the individual newspapers in their business dealings.

Two aspects of their businesses bothered them the most: a) they objected to their fellow publishers who constantly changed their advertising rates to suit their own convenience, cut rates and did whatever they wanted to do to meet competition; and b) they felt helpless because advertising agencies could not be trusted to pay their bills after they had placed advertising, or sought to make better deals by pressuring for lower rates.

Ink in the Sand

A reorganization committee reported at Lake City that in the judgment of its members "the press association of Florida ought to be reorganized; that there is not enough time at this meeting to formulate a plan for such reorganization, and to arrange a just and equitable scale of rates for advertising, and to do all else that the case seems to require."

The committee, made up of T.T. Stockton, Mahlon Gore, F.W. Corr, George R. Fairbanks and C.W. DaCosta, was asked to report at the adjourned meeting of the association in Jacksonville on June 30, 1890. During the interim, the committee was asked to communicate with all the newspapers in the state and seek their cooperation.

The committee faced an enormous task. Prior to June 30, 1890, it had to devise a schedule of advertising rates that would be acceptable to every newspaper in Florida and write a constitution and by-laws to govern the new association so strongly that no member would be able to violate the new rates without severe penalty. The constitution and by-laws would, conceivably, lay at rest the long-standing arguments about which newspapers and individuals were eligible for membership in the FPA.

The direction the adjourned meeting might take was foreseen in the election of Mahlon Gore as the new president for 1890-1891. D.H. Elliott was unanimously reelected secretary and C.H. Pratt of Palatka became the new vice president.

New members elected at the meeting were:

I.C. Webb, Bradford County Telegraph, Starke

H.R. Stoy, Tobacco Plant, Lake City

J. Russell Kennedy, Times, Palatka

James Dickinson, South Florida Progress, Ft. Meade

J. Ira Gore, Commercial, Cedar Key

John E. Harris, Florida Facts, St. Francis

Jefferson L. Davis, Taylor County Banner, Perry

M.F. Hood, Marion Free Press, Ocala

Lucy Vannevar, Journal, Sanford
John Caldwell, Jasper News, Jasper
E.J. Seymour, News, St. Augustine
Stephen Powers, Dispatch, Farmer and Fruit Grower, Jacksonville

P.C. Drew, School Journal, Lake City

W.H. Murrell, Boomer, Ft. White
W.I. Vason, Dispatch, Farmer and Fruit Grower, Jacksonville

Fred L. Robertson, Hernando News, Brooksville

G.I. Metcalf, Indian River News, Melbourne

P.W. Corr, Home Secker, Gainesville

Prior to his election as the new president, Mahlon Gore set the tone of the meeting and the proposed adjourned session in Jacksonville by advocating reorganization in his opening address. Gore said:

"It seems to me that our Association should arrange a schedule of advertising rates, by inches, based upon the circulation and character of the paper. That each publisher should make known his exact circulation, so that his advertising rates should be determined, and that the Association should provide and inflict a penalty for any cutting of these rates.

"Such penalty might be expulsion from the Association, and withdrawal of journalistic privileges, including exchange of papers with the offenders. Then if we increase our membership fees and annual dues and work together to protect our interests and weed out the 'rats,' the Florida State Press Association will become a useful institution to which it will be an honor to belong.

"Our organization, as at present constituted and conducted, is of little value. General interests of the guild are not promoted. Private interests of members are not protected. We meet once a year at a cost of a few dollars and a few days of our time, then go home and work harder and at lower prices to reimburse ourselves for the indulgence. No profession works harder. No other is so poorly paid. We are to blame. The errors are of our own making. Will we perpetuate them, or will we grapple with the

evil and strangle it?"

The language of this address indicates that president-elect Gore regarded the press association as a kind of union, or "guild," as he called it, the major purpose of which was to serve the members in an economic way.

The Florida Times-Union reporter who "covered" these meetings had a number of observations to make on the delegates and their various activities. "Editors are good smokers," he wrote, "in fact, big smokers, and Columbia's cigars were loudly appreciated by the good judges."

He observed that "Tom Harris's forty-inch moustache tickled some people owing to its size." Concerning the newly-elected vice president, he pointed out, "Chas. E. Pratt, the editor of *The Palatka Herald*, is the youngest member of the association, and his election by acclamation to the vice presidency, is a well merited compliment, and one that he appreciates. He is as popular as he is handsome."

Referring to the members of the association, the reporter concluded his story about the convention by saying, "The citizens here certainly enjoyed entertaining such a clever and distinguished body of gentlemen."

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Part four in
a series on
the history of
the Florida Press
Association

By JOHN PAUL JONES

President Mahlon Gore

Mahlon Gore, at the time he was elected president of the Florida Press Association, was one of the state's most respected journalists, having built *The Orange County Reporter* of Orlando into one of the area's best newspapers. He was born on a farm near Climax, Michigan, Feb. 4, 1837.

At age 15, he ran away from home and apprenticed himself in the printing business with the *Marshall Michigan Statesman*. By 18 he believed he had mastered the business, and with a desire to see the world, he went west. During the next five years he held jobs in "nearly every town between Detroit and the Mississippi River."

Mr. Gore was a pioneer in journalism in the Dakota Territory, and at one time edited half of the newspapers in the territory. He married in 1860 and moved to Yanktown, Dakota, in 1862. There were only two papers in the territory.

In 1864, Gore went to Sioux City, Iowa, where he took charge of *The Journal*, the first successful newspaper in that city. The paper sold out after a few years to George D. Perkins, and in 1874, with H.L. Warner, he established *The Tribune* in the same city—Sioux City. Health failing, he sold out that newspaper and spent the next two and a half years in Colorado, Kansas and Missouri, engaged in no active business but attempting to save his accumulated funds since financial reverses had overtaken him.

The spring of 1880 found him in Kansas City in financial and physical ruin. Hoping to regain his health, he started south and ended up in Florida.

Mahlon Gore's nephew, Eldon H. Gore, mentions the Orlando publisher in his history of Orlando. Concerning Mahlon Gore's entrance into Orlando he states that Gore arrived in Florida in 1880 and found there was no railroad to Orlando, so he went by boat from Jacksonville to Sanford, known then as Melonville.

From Sanford he walked to Orlando, taking two days for the journey. The first night was spent on the road with a man who lived near Longwood. The next morning Gore was told to follow the trail through the woods and it would lead to Orlando. Several hours later he met a man on a horse and asked him how he could get to Orlando. Eldon Gore wrote that the man replied, "You damn fool, you are in Orlando already."

Gore is later reported to have said, "This was my welcome to Orlando and if any man was homesick, I was, and would have turned back if possible."

Even after he had been told he was in Orlando already, Gore walked for another hour before he spotted a number of small buildings on the far side of Lake Eola. Eldon wrote that the city in those days consisted of a few houses, a small wooden courthouse, three stores, a saloon and a livery barn. The population was about 200.

Mahlon Gore stopped at the Lake House, a hotel and restaurant owned by S.B. Harrington. Harrington also owned *The Orange County Reporter*, a

weekly newspaper which he had bought from his brother, Arthur Harrington, and Charles Munger. The paper had been founded in 1876 by Rufus Russell who sold it when it failed to pay. The result of Mahlon Gore's meeting with S.B. Harrington was the sale of *The Reporter* to Gore.

Gore moved the paper from a one-story building on the southwest corner of Central Avenue and Main Street to a two-story building on the north side of the lot where the Angebilt Hotel later stood. In 1884, a fire destroyed that building and Gore found himself put out of business. Orlando citizens came to his aid, however, and provided money for a new plant.

Mahlon Gore became a prominent citizen of the area. Between 1894 and 1896 he served three terms as mayor. He was elected vice president of the Florida Press Association in 1889 in Pensacola and was twice elected president of the association, the first time in 1890 at Lake City and the second time in 1891 in Ocala.

Shortly after his election to a second term, his health again began to fail and he sold *The Orange County Reporter* to Samuel R. Hudson, a member of the staff of *The Kansas City Star*. He continued his relationship with the newspaper as a contributing editor until his death in 1916.

Present at the Lake City meeting were the following members of the state press association:

J.B. Humphries, Manatee River Journal, Bradenton

T.W. Harris, *New Capitol*, Ocala
C.B. Pendleton, *Equator-Democrat*, Key West

G.I. Metcalf, *Indian River News*, Melbourne

John Caldwell, *Jasper News*, Jasper
Lucy Vannevar, *Journal*, Sanford
T.T. Stockton, *Times-Union*, Jacksonville

C.H. Pratt, *Herald*, Palatka
N. Bowen, *Floridian*, Tallahassee
T. Oliver, *Tobacco Plant*, Lake City
H.S. Allyn, *New Smyrna*
S.R. Bassett, *Leader*, Kissimmee
J. Russell Kennedy, *Times*, Palatka
J.H. Anrum, *Times*, Jasper
J.Ira Gore, *Commercial*, Cedar Key
James Dickinson, *South Florida Progress*, Fort Meade
James B. Matthews, *Sentinel*, Macclenny

E.O. Painter, *Agriculturist*, DeLand
D.J. Heartick, *Register*, Brooksville
I.C. Webb, *Bradford County Telegraph*, Starke

Fred L. Robertson, *Hernando News*,
Brooksville

P. Corr, *Home Seeker*, Gainesville
S. Johnston, *Agriculturist*, DeLand
Charles W. DaCosta, *Dispatch and Farmer and Fruit Grower*, Jacksonville
E.D. Oslin, *Florida Facts*, St. Francis

John E. Harris, *Florida Facts*, St.
Francis

Stephen Powers, *Dispatch and Farmer and Fruit Grower*, Jacksonville

J.M. Rice, *Sentinel*, Orlando

H.R. Stoy, *Tobacco Plant*, Lake City

W. Breeze, *Home Seeker*, Gainesville

E.C. Moore, *News*, St. Augustine

C.L. Bittinger, *Banner*, Ocala

M. Hood, *Marion Free Press*, Ocala

E.J. Seymour, *News*, St. Augustine

John Frank, *Pablo Beach Breeze*

That *The Florida Times-Union* placed special importance on the adjourned meeting of the editors in Jacksonville on June 30 is indicated in the following editorial that appeared that day:

"Today's incoming trains will bring to Jacksonville the editors of Florida en masse, prepared to affect a re-organization of their state press association upon such a basis as will make it of practical advantage to its members every day in the year. The selection of this city for holding this adjourned meeting was a compliment to the metropolis of the state, which her citizens fully appreciate, and they sincerely hope that their distinguished visitors may enjoy to the utmost the form of entertainment which it has been decided to offer them."

In a brief item on the editorial page, *The Times-Union* again pointed to the importance of this particular FPA meeting in these words:

"To-morrow's issue of *The Times-Union* will contain a full report of the proceedings of the Florida Press Association, including the business meeting in this city to-day, the literary exercises at Murray Hall to-night, personal sketches of the members, and all the solid information and small talk incident to the visit of the editors.

"An extra large edition will be issued, and it will be of unusual interest to the people of Florida. Newsdealers who have not already ordered extra

copies should do so at once."

The reorganization committee met the latter part of May at Ormond-on-the-Halifax, and after two days of deliberation drew up a new constitution and by-laws for the association. This document was presented to the membership in Jacksonville at the Board of Trade rooms. The opening session on June 30 was described by *The Times-Union* as follows:

"At 3:15 p.m. there was a full house at the board of trade rooms—members of the association, citizens, local reporters, ladies, city officials, railroad men, and 'the small boy,' who always manages to 'get there' somehow. The association room of the board of trade quarters was well filled: nearly a hundred people were present. Besides the lady members of the organization, many wives of the members were in attendance, and a fine looking set of men and women the press representatives of Florida were."

In his opening remarks to the association, President Gore commented on the presence of the ladies as follows:

"Ladies, our best efforts are made in your presence in the inspiring presence and kind counsels of her who works beside the men. I am glad to see you here. We need you. We need your approbation when we do well. We deserve your disapprobation when we do ill."

New Constitution

Following these remarks, President Gore called for the presentation of the new constitution and by-laws. The document was read in full by T.T. Stockton. It contained these provisions:

Article Two was worded in such a way as to stress business interests as a major object of the association. It read: "The object of the Association shall be the advancement of the material interests and extension of the social relations of editors."

Article Four on membership closed the ranks so that only editors, managers, publishers or proprietors "who are actively engaged in journalism of a class which can be mailed as second class matter, shall be eligible for membership." Part Two of this

article said: "No proxies shall be allowed at any meetings held by, or on, excursions arranged for this association."

The by-laws were sweeping in their control over the membership and the future conduct of the association. Applications for membership had to be in writing, accompanied by recommendations from two members. A membership committee then reviewed the applications and passed them along to the membership for voting with the use of black and white balls. Three black balls were enough to deny membership. Each application for membership also included a pledge by the membership seeker that while the application was pending he would conform to all the association's rules and regulations.

Rule Fourteen of the by-laws sought to force every newspaper in the state to join up or lose all exchange privileges. This provision read:

"From and after a period of three months after the adoption of the constitution and by-laws, it shall be the duty of the members to withhold all courtesies of exchange or other journalistic amenities from all newspapers in Florida who are not members or whose applications for admission are not pending; provided, however, that in case of new papers which may hereafter be established they shall be entitled to the courtesy of exchange until the next annual meeting.

Rules Fifteen through Eighteen set forth the controls the association would exercise over advertising in the interest of the membership.

Rule Fifteen called for each member to provide the association's executive committee with information concerning any questionable activities of advertising agencies so the association could keep its members informed as to which were reliable and which were not.

Rule Sixteen stated that no member should pay an advertising agency more than a 25 percent commission and should never allow this commission to be paid directly to the advertiser as a way of cutting rates. The rule did allow publishers under contracts at variance with the rule to complete their contracts.

List of FPA Constitution Articles continued in December issue.

Ink in the Sand

Part five in
a series on
the history of
the Florida Press
Association

Photo courtesy The Miami Herald / Florida State Archives



Miami Herald office building in 1927 on South Miami Avenue and Second Street.

By JOHN PAUL JONES

Amendment listings continued
from November 1992

Rule Seventeen required every member to provide the secretary of the association with "exact advertising rates" for all classes of advertising. It required the secretary to publish the rates and required him to make corrections in the listings when rates were changed by any newspaper.

Any publisher guilty of cutting his published rates could be suspended from the association and after that no member could extend journalistic courtesies to his newspaper.

Rule Eighteen prohibited any member from cutting his legal advertising rates or offering any kind of rebate that would cause his rate to be below that required by law.

Rule Eleven was one of the most sweeping in its implications of all the rules in the new by-laws because it was an effort on the part of the members to police all members and even try them in a kind of court session on charges made against them. This provision read:

"Rule Eleven. It shall be the duty of the committee on arbitration to receive complaints of unprofessional conduct, violations of these rules or cutting of rates, and arbitrate differences between members, or between a member and an editor or publisher who is outside the association; to try members upon charges which may

be preferred, and if such charges are sustained to adjudge the penalty. Appeals may be made from the committee.

"When such an appeal is taken, the association shall hear evidence and pass upon the case, the action being final. When an appeal is taken, the decision of the committee shall remain in force until the case is finally disposed of by the association."

Through this rule the association sought not only to keep its own members in line but to discipline nonmembers by withholding "journalistic privileges" if they were found guilty of unprofessional conduct. The nature of the "unprofessional conduct" is spelled out in only one instance—rate cutting.

Further discussion of the reorganization was curtailed so the members could catch the 5 o'clock ferry to Pablo Beach for dinner and an evening meeting of speeches and entertainment. The ferry left with about 100 persons on board, half of them wives and friends of the editors.

A three-car train picked them up on the other side of the St. Johns River to take them to Murray Hall at Pablo Beach. After dinner the editors met in the hotel's billiard room at 8:15 for the evening meeting.

The first order of business was the reading of the new members' names:

John G. Collins, *Tallahasseean*, Tallahassee

James H.C. Pratt, *Herald*, Palatka
Phillip Isaacs, *Chronicle*, Oviedo
W.B. Hill, *Enterprise*, New Troy
A. Hewitt Hill, *Lake Region*, Eustis
J.H. Hamilton, *Messenger*, St. Andrews

George P.E. Hart, *Blade*, Bellevue
James S. Gardiner, *Times-Courier*, Marianna

John Cross, *Orange Grove*, Liverpool

Sallie E. Cummings, *Times*, DeFuniak

J.C. Clay, *Star*, Mannfield
Eugene S. Matthews, *Independent*, Foster Park

Annie Hood, *Witness*, Ocala
A.P. Williamson, *Phosphate Field*, Floral City

J.L. Harlow, *Messenger*, Pasadena
George E. Miles, *Star*, Mannfield
A.A. Armington, *Register*, Brooksville

R.M. Andrews, *Public Spirit*, Cocoa

Solon A. Adams, Jacksonville
 John C. Witt, *News*, Pensacola
 C.N.S. Wilson, *Advocate*, Manatee.
 George N. Truax, *Truth*, Tarpon Springs
 M.D. Randall, *Green Cove Springs*, Green Cove Springs
 M.S. Stovall, *Times*, Sumterville
 J.A.K. Stevens, *Courier-Informant*, Bartow
 F.H. Stout, *Press*, Fort Myers
 W.R. Shields, *Alliance Farmer*, Selma
 Alex Ramsey, *Vindicator*, Mount Pleasant
 F.J. Pepper, *Arcadian*, Arcadia
 C.E. Harris, *Tribune*, Tampa
 W.C. Crum, *Advocate*, Tampa
 L.J.J. Nieuwenkamp, *Advocate*, Lakeland
 H. Johnson, *Times*, Apalachicola
 John N. Jolly, *Journal*, Daytona
 E.B. Bughardt, *Courier*, Wildwood
 B.E. Prevatt, *Record*, DeLand
 H.V. Sevier, *Times-Union*, Jacksonville
 B.H. Eldridge, *News*, DeLand
 Henry Marcotte, *Times-Union*, Jacksonville
 John C. Trice, *Tallahasseean*, Tallahassee
 W.W. Keep, *Herald*, Quincy
 A.C. Turner, *Times*, Clearwater
 W.B. Helvenston, *Banner*, Live Oak
 A.C. Vance, *Record*, Orlando
 J.H. Stoney, *Times*, Orange City
 R.S. Nelson, *Breeze*, New Smyrna
 Chas. A. Choate, *Tallahassee Monthly Bulletin*, Tallahassee
 A.B. Small, *Jasper News*, Jasper
 C.E. Merrill, *Standard*, Jacksonville
 L.B. Plumer, *Congregationalist*, Jacksonville
 D. Redmond, *Farmer and Fruit Grower*
 James L. Crabbe, *Standard*, Jacksonville

The return to Jacksonville was accomplished by 8:15 on July 1 for a 9:15 meeting at which time the remaining provisions of the constitution and by-laws were discussed and approved with minor changes. Adjournment came at 4:30 p.m. and at 6:30 p.m. about 50 editors and their wives left on the S.F. & W. train for Chattanooga, Tennessee, to attend the meeting of the National Editorial Association.

On July 2, *The Florida Times-Union* paid tribute to the members of the association in an editorial, "A Work

Well Done." The editorial said, in part:

"Congratulations are in order. The Florida State Press Association has done its work well. As an organization of the newspaper publishers and editors of Florida for mutual benefit and mutual protection, it will henceforth be of great service to them in the conduct of their business."

They have come to understand each other as they never did before, and these relations will not only strengthen the professional tie and prove to be of material aid for the present, but they will enable the association to better grasp its opportunities as they may arise in the future and to so direct matter of legislation affecting the newspaper business that the best possible results may be secured from the great expenditure of time and money and effort which its prosecution necessarily entails.

"At any rate, the association is stronger than it ever was before, and must of necessity make it a power in the state.

"The new constitution and by-laws were adopted with little friction. It goes without saying that the press of the state will watch matters very closely, and see to it that every regulation is rigidly enforced. Otherwise, these new instruments will prove to be only a rope of sand, and no good can come of the new union.

"Every editor and newspaper in Florida should now come into the fold and help to make the association what it should be—a business organization. *The Times-Union* is very hopeful of good results to flow from yesterday's deliberations."

The Times-Union gave this convention of its fellow editors and publishers columns of space, including photographic coverage. From time to time the paper referred to coverage of its "kodak editor," indicating that in 1890 the word "kodak" was used instead of photo or camera.

Part of *The Times-Union* coverage consisted of numerous biographical sketches of important individuals at the convention. The biography of the newly elected vice president is noted at this point because of his youthful age to be holding such a statewide position. He was 26.

Charles W. Pratt, FPA vice president, was born in Gadsden County, Florida, Nov. 18, 1864, the third son of George W. Pratt, a member of the association's first executive committee. He moved to Palatka with his family in March 1869. His first active journalistic work was in Leesburg, Florida, where, at the age of 18, on the death of his brother-in-law, C. L. Thomas, he edited *The Sumter County Advance* for five weeks, at the same time doing all the mechanical work.

At the time of his election to an office in the Florida Press Association he was correspondent for a number of "leading newspapers in the South," and for three years had been associate editor for Florida for *The National Editorial Journalist*. He was well known in his area for a personal column, "Pratt's Pratlings," in *The Herald* at Palatka.

During the yellow fever epidemic of 1888, he changed *The Palatka Herald* into a daily, at a time which "seemed most unpropitious for such a venture," said *The Times-Union*. The newspaper went on to say that Pratt succeeded with his daily through untiring energy and perseverance.

In September 1889, Chas. H. Pratt & Bro. formed a co-partnership with Pratt Bros. of Leesburg, purchased *The Palatka News*, discontinued it, and at the time of the FPA convention of 1890 were editors and proprietors of *The Palatka Daily and Weekly Herald* and *The Leesburg Commercial*.

Prior to the opening of the 1891 annual convention at Ocala on Jan. 14, *The Times-Union* emphasized the importance of the reorganization of the association. In an editorial entitled, "The Florida Press," it stated:

"Today the Florida Press Association meets in Ocala—the city of conventions—for a three-day session. This is the first annual meeting to be held under the new constitution by the revivified association. The association was rapidly declining in interest and influence when the editor of *The Orange County Reporter* gave it a "brace" last spring just prior to the Lake City meeting. The result was a plan of reorganization, which was perfected at the meeting in Jacksonville last July."

"This was only the beginning of the work—the initial step. President Gore is the personification of the idea that

the press association in this state ought to be something or nothing—and he is on the side that should make it something. If all the members of the association make it a point to attend the first meeting, the progress, usefulness, value and influence of the association will be assured. The work must not be left to a few. The interest and the effort must be general.

Ocala Meeting

The Florida Press Association's first session of the Ocala meeting, beginning at 4 p.m. in the reading room of the "Ocala Rifles," was attended by only 18 editors when President Mahlon Gore rapped for order. More delegates were expected on the night train and more did arrive in time for the evening session in the parlor of the Ocala House. Highlight of the evening was the address by Mr. Gore.

Two other events drew newsmen to Ocala for this particular convention, the Farmers Alliance Exposition and the "Blue and Gray" reunion. It was reported that more than 1,000 "excursionists" were on hand for the Blue and Gray convention.

Despite the small attendance at the opening FPA session, Ocala's mayor, Major R.L. Anderson, delivered a stirring welcome that reflected somewhat the high esteem in which the press was held by citizens of the day, particularly officials. He said, in part:

"We feel it an especial honor to be thus permitted to open our portals for the reception of such distinguished and intelligent guests. The press is truly the embodiment of the wisdom and enterprise and progress of the age. . . . The press fights the great, tremendous battle of politics. It combats sin and is the vehicle of the gospel and wages the warfare of the church militant.

"It is the vanguard in the army of occupation which moves on and subdues the wilderness of the great West and South. It is the friend and support of the family circle and the vigilant and alert guide of the citizen. . . . The citizen must be made to think, and the newspaper is the force which shall teach, and it is teaching the citizen to do so. . . . for words are things, and a small drop of ink falling like dew upon a thought, produces that which

makes thousands, perhaps millions, think."

In his annual "state of the press" speech, President Gore continued to support the thesis that the press association had taken the right track in its reorganization. In his introduction he paid tribute to a fellow editor, Henry C. Vance of *The Orlando Record*, who had died during the year. Part of the mission of the association in meeting in Ocala was to examine the phosphate mines and learn about phosphate and its impact on Florida.

Concerning the discovery of this substance, President Gore said, "We are led to believe that our wealth of climate and fruits is to be eclipsed by a vastly more valuable mineral wealth which had never been dreamed of until within the past year."

 ore went on to point out the superiority of journalists over the phosphate businessman by stating:

"It is part of our mission to glean all the facts obtainable, as they are brought to light and give them to the world. It is a work of love and patriotism which brings no reward to no other than that which comes of doing good.

"The information which we will disseminate will put thousands of dollars into the pockets of men who will forget the source from which it comes. But there is a bit of compensation for us in the reflection that in the great hereafter to which we are going, we can take with us the conscious assurance that we have unselfishly contributed to the advancement and development of the world, while the other fellow can take with him neither phosphate nor dollars to give him a reflected importance.

"We may well be willing to risk our record of work accomplished against his selfish forgetfulness and feel assured that infinite wisdom will place the jewels where they belong."

President Gore called the libel laws of Florida "a disgrace to the state." He said, "No paper can truthfully report a transaction as a matter of news, in which an individual may happen to figure in a disreputable way, without being liable to a suit for damages, or even a criminal prosecution.

"There are a few men in the state

who favor this gag law, and who will do all in their power to perpetuate this iniquity." He proposed that the association "prepare an address to the state legislature asking that the muzzle be removed and placed on the man who is ashamed to have his acts brought out into the full light of God's blessed sunshine."

As the leader of the state press, Gore's opinions about advertising and the newspaper business as practiced in the last decade of the 19th century in Florida are worth noting. He dealt at length on these matters in his annual message:

"The regulations concerning advertising and advertising rates adopted by our association have already proven of advantage to us. Foreign advertisers are coming gracefully to our terms, while the wisdom and justice of our actions are recognized and approved by home patrons.

"All men like a square deal, and like to do business with those who do not need watching, who deal with all alike, and who are governed by rigid business rules. The man who demoralizes his own business has no right to find fault if he is not appreciated in his own town.

"It will be better for us, and more profitable to advertisers if instead of spending time figuring on a reduction of our rates, in their cause, we employ our talents in making our papers more meritorious and more valuable to advertisers as well as readers.

"The paper which will take the advertisement of a businessman for the least amount of money is not always the cheapest paper to advertise in. With a wise business man an advertisement is an investment which is expected to return a profit. It is expected to bring customers who would not come otherwise.

There is a difference in customers also. Some are very desirable. Others are not. To place an advertisement where it will be read by the greatest number of desirable customers, and where a given amount of money expended will bring the greatest volume of business, is where the science of advertising comes in.

"Five dollars in a widely circulated paper will bring more business than a whole broadside in another whose circulation is limited to a single school district. All newspaper managers are

greedy for first class advertisements, but shrewd businessmen soon learn to look with some disfavor upon the paper that offers special inducements on half pages and whole page loudly displayed ads.

"A really good paper discourages 'loud' advertisements, because its manager understands that the public regards such exhibitions as it does the claims of loud talkers. Advertisements to be winning must be 'newsy' just as much as any other department of the paper.

"They should deal in facts which the customer will find to be veritable facts when he investigates. They should be candid, crisp and truthful so as to create and leave pleasant impressions in the minds of readers and purchasers.

"If a merchant advertises 'great reduction in prices' with a mental reservation at the time that he will add enough to the regular price of his wares to reimburse him for the cost of his advertising, a discriminating public will discern the fraud, and will forever after regard his advertisement with suspicion. Such a merchant will inevitably reach the final conclusion that advertising does not pay. Advertising does."

Gore spent an equal amount of time in his address on the need for Florida to promote its resources through advertising saying, "The subject of immigration is one which may well commend itself to the favor of the association. The future development of Florida and, incidentally, the success of each one of our papers depends largely upon the influx of people and capital to our state."

He pointed out that the Florida tax of one-eighth of one mill to support the Bureau of Immigration, charged with promoting new residents, was pitifully small. He called for the tax to be raised to one or two mills on the dollar.

Concerning further promotion to place Florida before the eyes of the nation, he suggested:

"It is always pleasant to combine pleasure with business. In direct line of these ideas I would suggest that the Florida Press Association arrange an excursion into the West during the month of June next. That a committee be selected at this meeting to arrange for transportation for the party and

for a car of Florida exhibits; that members who go take their wives with them, and that the trip be made one of pleasure and relaxation on the one hand, and a great advertisement for Florida on the other; that the pilgrimage embrace the iron regions of Alabama, the cotton-growing regions of western Tennessee and eastern Arkansas, and extend as far as the vast grain fields of the Missouri River region."

President Gore's final words indicated that all was not going as well as hoped with the new rules of the association. Some members had dropped out and other prospective members had failed to join. Like a football coach, Gore spoke with enthusiasm of the new program, however.

**"The citizen must be
made to think, and the
newspaper is the force
which shall teach, and
it is teaching the
citizen to do so."**

"It is but little more than six months since our association was reorganized and commenced business on a new basis. It is to be regretted that even one or two of our valued members have fainted and fallen by the wayside; without giving the new principles a fair and new test.

"There can be no doubt that we are on the right track. Firmness and consistency will surely bring the victory. Let us maintain our ground and stand by the everlasting principles of justice until those who live by fleecing us acknowledge our supremacy and the righteousness of our action, and until every press association in America shall take knowledge of us and fall into line with us."

Eighty-five FPA delegates, many of whom were women, spent most of the final day of the convention touring the phosphate mines at Dunnellon. There was a banquet of wild game at the Homosassa Inn before the group returned to Ocala for a final business meeting at which Mahlon Gore was re-elected president. C.B. Pendleton, *Equator-Democrat*, Key West, was

named vice-president, and D.H. Elliott was re-elected secretary-treasurer. *The Ocala Banner* listed the following editors in attendance at the convention:

Mahlon Gore, *Reporter*, Orlando
D.H. Elliott, *St. Augustine*
Charles A. Choate, *Agricultural Bulletin*, Tallahassee
J.C. Webb, *Telegraph*, Starke
L.J. Brumby, *Constitution*, Monticello
Capt. J.B. Johnson and Clifford H. Johnson, *Democrat*, Dade City
George E.P. Hart, *Blade*, Belleview
Guy and W.J. Metcalf, *News*, Indian River
C.H. Pratt, *Herald*, Palatka
J.H. Humphries and wife, *Manatee River Journal*
Mrs. Lucie Vannevar, F.A. Mann,
Coast Gazette, Ormond
W.B. Hill, *Enterprise*, New Troy
A.C. Turner, *West Hillsborough Times*, Clearwater Harbor
Will C. Shugart, *Graphic*, DeFuniak Springs
Rev. L.D. Plummer, *Southern Congregationalist*, Jacksonville
C.B. Pendleton, *Equator-Democrat*, Key West
S.R. Bassett, wife and daughter, *Leader*, Kissimmee
W.S. Turner, *Floral City Publishing Co.*
J. Edward Strother, *Standard*,
W.W. Keep, *Herald*, Quincy
Charles DaCosta, *Florida Dispatch*
Major George Fairbanks, *Mirror*, Fernandina
N.M. Bowen, wife and daughter, *Floridian*, Tallahassee
T.T. Stockton, *Times-Union*, Jacksonville
Col. C.E. Merrill, *Standard*, Jacksonville
W.T. Randall, *Green Cove Springs*, Green Cove Springs

This list of 34 delegates, including some wives and daughters, probably is an accurate list of those attending the 1891 meeting in Ocala, although newspapers reported that "110 places were laid" for a Citizen's Dinner given the press by Ocala residents at the Ocala House on the first night of the convention. Those served, however, included a number of Ocala officials, wives and friends, as well as some officials of the exposition and the "Blue and Gray" gathering. ☈

Ink in the Sand

Part six in a series on the history of the Florida Press Association

By JOHN PAUL JONES

Poor Country Editor

Ch 1892 meeting was scheduled to be held in Quincy, Florida, but was changed by President Gore to Jacksonville, Jan. 25-26. This meeting apparently was sparsely attended and produced no controversies or long debates. President Gore directed almost all of his annual message to the problem of immigration into Florida.

He called on the editors to help change the image of Florida from a land of swamp south from St. Augustine by letting people "know that Florida as a whole with her cotton and grain fields in the north, her sugar and rice fields, her groves and vineyards in the south, presents greater inducements to the home-seeker and the investor than any other portions of the American continent."

Some questions arose over membership policies. A committee was appointed to recommend revisions to the constitution and by-laws concerning membership and report before the end of the convention.

This committee recommended that membership be open only to active editors, publishers or managers of Florida newspapers eligible for second class mail permits. Thus, the committee recommended that the association vote to uphold the membership section of the by-laws passed in 1890. Another amendment called for a standing membership committee to pass on eligibility of new applicants and to purge the rolls at each meeting.

Again, this recommendation was a vote of confidence in favor of action taken in 1890, except that the new committee would have the power to drop non-active members from the rolls. Both amendments passed.

C.B. Pendleton, editor-publisher of *The Equator-Democrat* in Key West, was elected the new president and Frank E. Harris, *Ocala Banner*, was named vice-president. D.H. Elliott was elected secretary and Charles W. DaCosta from *The Florida Dispatch* became the new treasurer.

The new executive committee appointed by President Pendleton consisted of S.R. Bassett, *Kissimmee Leader*; C.E. Merrill, *Jacksonville Standard*; T.T. Stockton, *Jacksonville Times-Union*; P.W. Corr, *Gainesville Home-Seeker*; and C.H. Pratt, *Palatka Herald*.

Those attending the opening session in the board of trade rooms, as listed in press reports, were:

Mahlon Gore, *Orlando Reporter*
C.B. Pendleton, *Key West Equator-Democrat*

Tom Harris, *Ocala New Capitol*
Guy I. Metcalf, *Juno Tropical Sun*
C.E. Merrill, *Jacksonville Standard*

Ink in the Sand

Louis J. Brumby, Monticello Constitution

T.T. Stockton, Jacksonville Times-Union

J. Irving Crabbe, Orlando Record
T.R. Moore, Fernandina Florida Mirror

P.W. Corr, Gainesville Home-Seeker and Gazette

W.D. Randall, Green Cove Springs
L.H. Eldridge, DeLand News
J. Barco, Bronson Times-Democrat
E.O. Painter, DeLand Agriculturist
S.A. Adams, South Florida correspondent

A.M. Williamson, Floral City Phosphate

Charles B. Pendleton, the new president, was one of the most controversial figures in Florida journalism, and yet, he was elected president of the association three times, and served a fourth term by default when the association failed to meet in 1895. He thus occupied the president's chair longer than any other journalist.

Pendleton was born in Elizabeth City, North Carolina, on Apr. 4, 1857, and moved to Florida at age 15 in 1872. He taught school at Ft. Ogden for a few months and then left Florida for life in Texas, returning to Florida in 1875. In 1876, he was nominated to the state legislature from Manatee but declined the nomination since he was too young to hold the office.

 is name first appeared in Florida journalistic history in 1880 when a number of citizens of Key West started a newspaper called *The Democrat*, and asked Pendleton to be its editor. The author of a Key West history described Pendleton in this way:

"His tendency to attack through the columns of his paper any person or institution that interfered with him, or whom he thought stood in his way politically or otherwise was most unfortunate. His erratic nature led him to believe that as a Democrat, he should attack the Republicans whether justly or unjustly, and he be-

gan a series of articles defamatory of Judge W. James Locke of the United States District Court, which led to a libel suit in which Mr. Curry, Mr. Tift, Mr. Moreno and other stockholders of *The Democrat* were made defendants.

"The case was amicably adjusted, but resulted in these gentlemen disposing of their stock, and severing their connection with the paper. Mr. Pendleton continued his policy of attack on everyone, and soon included Mr. William Curry, Dr. Porter and others, which brought another suit for libel. He was sued for libel also by Mr. C.T. Merrill, owner of the Russell House. This was the only case that went to court and resulted in a verdict against Mr. Pendleton.

"Had he been less erratic, he might have occupied an influential place in the community for good, but he could see no good in anyone's opinions but his own, and to differ with him in any matter would bring upon the offender the most unreasonable vituperation."

Pendleton entered politics in 1882 in what was called the "most bitter election ever held in Monroe County." He ran against Republican John Jay Philbrick as the Democratic nominee for senator. His biographer described this event as follows:

"Certain disclosures in his private life shortly after his nomination caused the Democratic Executive Committee to request him to withdraw from the ticket. The wing of the party that had supported him for the nomination opposed this and Mr. Pendleton declined to withdraw. Several prominent members of the Democratic Executive Committee who felt he was not a proper candidate for their party, resigned their position and announced they would oppose his election."

Troubles in the Republican Party caused a change in the slate and Pendleton ended up running against the incumbent, George W. Allen. Despite the fact that Monroe County voters usually voted solidly for the Democratic nominee, Allen retained his seat and Pendleton received only two votes.

Shortly after the election, however, the Democratic Executive Committee, composed of Pendleton supporters, challenged the election results, but Allen still retained his seat. He resigned later and a special election

was held and Pendleton ended up going to Tallahassee.

Once in the state capital, he had the old election re-opened, and the senate, by a majority of one vote, gave him the seat. Thus, he became the representative from the 24th Senatorial district and served through 1885.

In 1886, he ran as an independent candidate for Congress and failed to carry any county in Florida. In Wakulla County, he failed to receive any votes.

In 1885, Pendleton sold his newspaper but after his second political defeat started a new paper, *The Equator-El Ecuador*, an English and Spanish daily. In 1888, he bought back his old *Democrat* and merged it with the new paper to create *The Equator-Democrat*. Following his final terms as president of the Florida Press Association, Pendleton sold his paper to John M. Caldwell of Jasper, Florida, but regained control of it a few months later.

In 1897, when the paper was described as "in its death throes," he gave up and surrendered control to his foreman and printers. This move failed to save the paper, which expired a few issues later.

Pendleton was one of four Key West businessmen charged with violation of the United States Alien Contract Labor laws in 1894. A warrant was issued for his arrest, but after a full investigation by the U.S. District Court in Key West, all the defendants were discharged and it was ruled that no illegal labor contracts had been made.

In 1896, ex-president Pendleton gave the welcoming address to the 11th annual convention of the National Editorial Association at St. Augustine. *The Times-Union* reported on Jan. 23, 1896, that "his first mention of Cuba excited the assemblage to cheers and each recurring appeal brought uproarious applause."

The 15th annual meeting of the association was held in Tallahassee May 9-10, 1893. This convention revealed a number of things: first, that the solemn constitution and by-laws agreements reached in 1890 in Jacksonville to remove from the association those newspaper publishers who cut their advertising rates had not been a success; second, the newspapers were still having trouble getting the legislature to do their bidding.

and third, the editors liked to talk about themselves as a poor, but proud, minority group in the state.

In his annual address, President Pendleton spoke about the advertising problems. He said, "Then the subject of advertising presents itself. We should get more for our advertising space. We should not sell it to agents and cooperative newspaper concerns for little or nothing as many of us are now compelled to do, under the present condition of affairs in the state."

The editors had strongly urged members of the Florida legislature to vote state funds for a Florida exhibit at the Columbian Exposition in Chicago. On this matter, President Pendleton commented:

"Yes, Florida with her memories of Columbus and the Spanish regime, and Chicago with her present tribute to him, are names to concur with! Yet I see that of all the states, Florida is the most poorly represented; I see that her lawmakers in council assembled refuse even a tardy and beggarly pitance to do honor to the one that Florida has more claim to than all other Americans besides."

*M*r. Pendleton went on to stress how important the newspapers were to the citizens of Florida in interpreting the activities of the Florida legislature and recommended that a standing committee of three be appointed to provide the press of the state with suggestions for "legislative reform, and laws and constitutional amendments for discussion." He admitted that the newspapers of the state did cover some legislative news but he said it was done in a "general way, in a kind of "fitful dream."

What President Pendleton suggested was something entirely new in the newspaper world. He wanted the editors to get involved in the lawmaking process and he wanted them to do a better job of telling the people of the state what went on in the legislative chambers in Tallahassee.

Near the end of his address, the FPA president painted in bitter strokes the plight of the country editor with these remarks:

"It is said that the country newspaper, like the Methodist itinerant preacher, is the harbinger of civilization, and like him is the next poorest

paid for all hard workers. The Country Editor should be placed last, for he doesn't even get the 'yellow-legged chicken.'

"The parson makes no enemies and lives well; the editor fights the battles of the politicians who usually give him the go by (all except Uncle Grover); swears by the town in which his paper is located; says of all brides 'that they are the most beautiful,' even writes pleasant things of the groom who is two years in arrears and also the father of the bride, who is, possibly a town councilman who has just voted to give the newspaper, which has been started to break him down, the public printing.

"He writes and works for the party; whips the voters in under pleas that oftentimes he must know are the sheerest cant; invites capital by dwelling upon the advantages of the place; and at the same time goes around the city 'with a patch on his frock behind,' looking for a better day—the dawn of that prosperity which he has done more to bring about than any other man in the community for his recompenses.

"But what are the results? That which he has brought about is often his curse. His honest criticisms of officials, his advocacy of measures, his refusal to be led and used, his failure to second the schemes of some designing Jack Sharp, which, in larger cities, might give him a measure of success, have created antagonisms that, at the first opportunity, will eventuate in the establishment of a rival newspaper which as a rule succeeds to that which the other has built up."

The orator chosen for the meeting was Florida's state treasurer, the Honorable E.E. Collins, a former newspaper man. Collins continued in this same vein, picturing the journalist as one of the world's forgotten men. He said:

"Sometimes a man can brave the journalistic wrath of a nation for a little while, but soon he will have calamity for his brother and oblivion for his portion. He may well take pride in the present, for to the patient, plodding, fearless editor is due much of our national greatness.

"Civilization follows the newspaper to the frontier, when the poor fellow, whose desk is a dry goods box, has made it possible for law and order

"The Press Association" SONG

—lyrics by John C. Jeffcott

Song performed on Mar. 28, 1900, at closing ceremonies of the 21st annual FPA session, Fort Myers, Florida*



We bid you welcome, one and all,
The Press Association;
Our hopes are great, our means are small,
We live on expectation.
We're very grateful for your call,
You Press Association.

You're glad to see us too, I guess,
The Press Association;
We know there's nothing like the press
To cause a nice sensation.
And may our shadow ne'er grow less,
You Press Association.

We'll press you, but we will not squeeze
The Press Association;
We'll give you fruit from off our trees
That beats the whole creation.
From trees that never felt a freeze,
You Press Association.

And when you press the golden fruit,
You Press Association;
Then press your lips and press your suit
To sweeten each relation,
And give an extra squeeze to boot,
You Press Association.

And when again you homeward press,
You Press Association,
We wish you all a great success
With every publication;
And may all goodness ever bless
The Press Association.

* Reprinted from The Fort Myers Press, Mar. 29, 1900

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and order to exist."

The orator pictured the editor as one who never stopped to ask if journalism paid when he entered the business. Concerning this editor, he said:

"Watch the columns of a county newspaper, will you, especially the local column, and you may note a song of genuine thankfulness rippling along through it like the music of a brooklet amid the rocks and rough places of a barren pasture.

"What ecstasy over a pound of butter or a couple of links of sausage and how the editor's grateful soul thrills at a picked peck of snap beans and early tomatoes!

"His poetic nature is aroused when a nosegay of roses or pansies adorns some abandoned paste pot upon his windowsill, while a new straw hat from the big store up the street nearly brings on a case of spasms. Sweet potatoes from some admirer's farm are fatness to his appetite, and a string of perch will call forth a notice worth two dollars and thirty cents—regular rates—while a 20-pound watermelon is a foretaste for heaven, second to a section of wedding cake.

Ce is thankful for everything that comes and never hesitates to say so. He laughs and shouts over the lemonade and ice-cream, or the lonesome oyster of the church festival; but if you want to reach such depths of gratitude as plummet line never elsewhere sounded, or would you gaze upon mountain tops of praise too lofty for the flight of the eagle or the eye of faith, just wait until Col. Lexso sends around to the sanctum a fat, chunky bottle with cobwebs covering the unbroken seal. Compatriots, that is bliss and the limit of human gratitude can be strained no further!"

The orator's lofty remarks, a convention poem, the president's address and a history of printing by T.T. Stockton of *The Florida Times-Union* constituted the "literary activities" of the convention, without which no editor's meeting prior to the turn of the century in Florida was complete.

New members accepted at this meeting numbered 39, a record number, although some of these so-called "new members" were really old members who had decided to rejoin the old gang. They were:

T.J. Appleyard, *Sanford Chronicle*

T.A. Merrin, *Plant City Courier*

A.D. Roberts, *Brooksville Star*

S.B. Russ, *Ocala New Capitol*

H.J. Drane, *Lakeland Cracker*

W.N. Shine and C.B. Collins, *Tallahassee Floridian*

H.J. Braugher, *Grove City Sub-Tropic*

J.W. White, *Jacksonville Journal of Commerce*

John and W.J. Frank, *Jacksonville Tourist*

Mrs. M.C. Hubbard, *Macclenny Sentinel*

H.W. Bennett, *Leroy News*.

P.V. Leavengood and L.L. Ranny, *Ocala Free Press*

E.E. Haskell, *Palaika Times-Herald*

A. Hafuer, *Tarpon Springs Truth*

J.I. Robertson, *Brooksville News-Register*

J. Ira Gore, *Arcadia Commercial*

F.A. Bailey, *San Mateo Item*.

F.A. Tillman, *Sumterville Times*

H.L. Dodd, *Lake City Reporter*

H.B. Taylor, *Lake City Tobacco Plant*

George M. Truax, *Tarpon Springs Truth*

R.J. Morgan, *Clearwater Harbor Times*

T.S. Hamilton, *Tampa Tribune*

V.B. Hamilton, *Wildwood Vidette*

J.T. Hearn, *Tampa Times*

Frank H. Hafner, *Grove City Sub-Tropic*

Guy I. Metcalf, *Juno Sun*

A.E. Seldon, *Bartow Progress*

James T. Ball, *Key West Advertiser*

W.R. Pitts, *DeLand Record*

D.F. Lyons, *San Antonio Herald*

C.H. Newell, *DeFuniak Breeze*

Lamont Bailey, *Tampa Revita de Floride*

E.W. Peabody, *Jacksonville Times-Union*

T.J. Cochran, *Inverness Phosphate Field*

A.G. Kingsbury, *DeLand Irrigator*

A corrected list of approximately 85 members, wives, daughters and newspaper staff members who had agreed to take the association's excursion to Chicago to attend the Columbian Exposition was read. A

committee of five members was appointed, even at so late a date, to implore members of the legislature to appropriate a special fund for a Florida exhibit at the exposition.

An official vote was taken among those persons making the Chicago trip and all agreed to a stopover at Mammoth Cave for six hours.

Concerning this Chicago trip, President Pendleton closed his annual address by saying in behalf of the railroads, "Those who do appreciate us should be remembered, and those great railroad lines that will carry us to Chicago should be mentioned in the terms that they deserve in our letters home. Such notices are better than paid advertisements and this much is due them at our hand."

At the final business session C.B. Pendleton was re-elected president; C.L. Bittinger, *Ocala Banner*, was named vice-president; and T.J. Appleyard, a newcomer, as secretary. Earlier in the meeting the association had voted to merge the jobs of secretary and treasurer. With the election of Mr. Appleyard to the new position, the 14-year stewardship of D.W. Elliott, *Sanford Herald*, came to an end.

Since Mr. Elliott was honored at the convention by being asked to sit on the platform with the dignitaries, it might be assumed that he resigned his job in favor of another Sanfordite, T.J. Appleyard of *The Sanford Chronicle*.

During most of his years as the FPA secretary, Colonel Elliott was publisher of *The Florida Dispatch*, Jacksonville.

Colonel David Hubbard Elliott, secretary of the association almost from its inception, was born July 11, 1840, at Hillsborough, Lawrence County, Alabama. The family moved to a plantation adjoining Tuscumbia in 1847, where Mr. Elliott remained until 1857.

He moved from the plantation to Gulf Hammock in Levy County, Florida, that year and then later to the Suwannee River country in Lafayette County.

In 1860, Colonel Elliott went to Texas, then to north Alabama, where he enlisted in the Alabama state service, but was mustered into the Confederate Army at Mobile, Alabama, in 1861. His regiment, the Second Alabama, was garrisoned at Fort Gates in Mobile Bay. He later was stationed on

the Mississippi River and still later enlisted in the cavalry service in the Kentucky and Tennessee corps and was captured at the battle of Perryville.

At the close of the Civil War he was sent to Chicago and obtained employment with a musical instrument dealer in that city. Later he traveled the northwestern territory as a salesman for various manufacturers of musical instruments and other merchandise. He organized and was the first secretary of the Merchants and Travelers Association and was instrumental in getting repealed a law that required commercial travelers to be licensed before "soliciting trade or selling by sample in Chicago."

Colonel Elliott was business-manager for several seasons of the Mendelsohn Quintette Club of Boston. He was promoter for P.S. Gilmore's peace jubilee in Boston; was business manager for the Barnaby concert troupe. From 1869 to 1873 he was general southern and general western agent of the Kansas Pacific railway; was present at the organization of the "Buffalo Bill combination," and was its first business manager, keeping in advance of the show from Chicago to the western and eastern cities, to Boston and New York, advertising the Kansas and Pacific Railway and its lands, in connection with the show.

In the spring and summer of 1873, he was general passenger agent for the Memphis and Charleston Railway. In the summer of 1873 and 1874, he commenced service with the then Atlantic and Gulf Railway as agent for the transportation of fruits and vegetables with headquarters in Live Oak, Florida.

He founded *The Florida Dispatch* and the Florida Dispatch Fast Freight Line and remained in this service until the spring of 1887. He was then made general freight and passenger agent of the DuBary Line of St. John's River steamers. He remained with them until August of 1887 when he was made general land agent of the South Florida Railroad and Plant investment companies. He remained in this service until Nov. 1, 1889, when these land interests were merged into the Associated Land Department of Florida, of which he became the

general land agent.

In 1879, he was one of the organizers of the Florida Press Association and was named chairman of the executive committee and one year later became secretary. He also was one of the organizers of the National Editorial Association in New Orleans at the World's Exposition in 1884.

Editorial Excursion

The 1894 annual meeting of the Florida Press Association was marked by a complete lack of any kind of business zeal and interest in advertising and the principles adopted in 1890 that had been so strongly seen in previous years.

Actually, the meeting was one long excursion that began on Sunday, April 8, in Punta Gorda, and ended in Tampa on April 14. Between those two dates, meetings were held in Key West, aboard the liner, *Whitney*, en route to Havana, and in Cuba itself.

What the newspaper reporters called the "editorial excursion" arrived in Punta Gorda at 11 a.m. by train from northern and western parts of the state. Editors were met at the depot by a reception committee which brought refreshments and a buttonhole bouquet for each press member. The stop in Punta Gorda was brief. Within an hour and a half after the train arrived the party was aboard the Morgan steamer, *Whitney*, headed down the bay for a stop at Key West and then Havana. Describing this event, one journalist wrote:

"The party arrived on a special train Sunday, 11 a.m., and were met by a reception committee and escorted to long dock and aboard the Morgan steamship *Whitney*. Refreshments, fruits and flowers were served by the committee during the three-mile run from town to the steamer. Punta Gorda was highly complimented for her hearty reception and she maintained her reputation of always doing the right thing at the right time with a lavish and unstinted hand.

"The party sailed at 11:30 a.m. and will return in one week, via Punta Gorda and Port Tampa. The excursionists are of the handsome, intellectual cream of the state, bound to Cuba

on pleasure bent. The association passed a strong resolution to congress for harbor appropriation for the port of Punta Gorda."

Besides 30 persons in the party not connected with the press, the excursionists included:

Charles H. Pendleton, FPA president, *Equator-Democrat*, Key West

T.J. Appleyard and daughter, secretary of the Florida Press Association, *Sanford Journal*

H.H. McCreary, T.B. Stringfellow, T.A. Carroll, *Gainesville Sun*

S.R. Stoddard, *News*

Mrs. Annie M. Marcotte, *St. Augustine Tatler*

S.J. Jourdan and wife, *St. Augustine Record*

S.W. Johnson and wife, *DeLand Agriculturist*

B.C. Foreman, *Starke Telegraph*

J.M. Rice, *Lake City Reporter*

M.C. Dovel and wife, *Orlando Sentinel*

F.E. Harris and wife, *Ocala Banner*

T.W. Harris, T.E. Culverhouse, *Ocala New Capitol*

J.H. Humphries and wife, *Tampa Times*

Mrs. Vennor and daughter, Miss Schultz, and Mrs. Lane, *Ft. Myers Press*

C.W. DaCosta, DaCosta Publishing House, Jacksonville.

A.D. Williams and wife, *Jacksonville Echoes of the South*

W.R. Carter, *Jacksonville Metropolis*

J.W. White, *Jacksonville Journal of Commerce*

Thomas R. Townley, J. B. Bowen, *Kissimmee Gazette*

W.C. Dodson and wife, Mrs. F.W. Sams, *Palaika Advertiser*

D.P. Smith, *New Smyrna Breeze*

F.A. Bailey, *San Mateo Item*

John M. Caldwell, *Jasper Times*

Oscar Clute, *Lake City Bulletin*

J.K. Smith, *Monticello Constitution*

H.W. McCreary, *Monticello Tribune*

A.L. Blue, *Avon Park Idea*

Mrs. Sarah A. Brush, *Melbourne Times*

Mrs. S. Powers and daughter, *Jacksonville Farmer and Fruit Grower*

S.W. Harden, *Chicago Tribune*

W.E. Pabor, *Pabor Lake Pineapple*

O.J. Farmer, *Bronson Times-Democrat*

W.H. Bullock, *Bartow Courier-Informant*

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Miss Mary Burke, Bartow South Florida Progress

W.H. Johnson and wife, Apalachicola Times

W. Evans Pebble, Ft. Meade.

John Frank and wife, W.H. Frank, Jacksonville Southern Tourist

J.A. Tillman, Sumterville Times

A.T. Brown, Glennwood News

O.B. Howers, F. Corridor and wife, Manatee Journal, Bradenton

Joshua Mitchell and wife, Arcadia Real Estate Journal

H.E. Dodd, Lake City Reporter

T. Drew, Plant City Christian Index

O.E. Mitchell, Daytona Journal

B.W. Gilchrist, J.B. Sandlin, J. Corbett, R. Earnest, G.T. Hubert, T. Goldstein, Miss Ludwig, Punta Gorda Herald

Another reporter was more specific about the treatment of the press group in Punta Gorda during the brief visit. He reported: "At Punta Gorda they were met by a delegation headed by Gen. Albert W. Gilchrist, and were loaded down with floral decorations and great freezers of ice cream, free lunches, free passes, free drives, and free cigars, and the editors were happy."

In Key West, the editors met in the San Carlos Opera House to hear the annual address by editor Frank E. Harris of *The Ocala Banner*. Mr. Harris spoke on "Poverty and the Press," or the relationship of the newspaper to the poor. The Ocala editor traced the history of the press and pointed out that in 1868 Florida had only 10 newspapers whereas in 1894 that number had grown to 120.

The speaker then moved to the subject of the responsibility of the press, asking the question: What is its destiny? What is its present mission? He said:

"If public office is a public trust, how much greater the public trust of a newspaper because its power for good or evil is so much greater, and it is in a large sense the custodian of the public morals, the character of the people and the life of the nation.

"Each newspaper has a sacred ob-

ligation to the full measure of responsibility.

"Of all men we should be the most just and tolerant. It should be our constant aim to protect the weak from the strong. Between the oppressed and the oppressor we should stand with the force of a strong wall."

Mr. Harris told about starving babies, homeless families and jobless beggars in the United States. He spoke of a great revolution that was needed in which the pen would usurp the sword and ballots do the work of bullets. He called on the press of Florida to change the poverty picture, saying:

"Gentlemen of the state of Florida, we would spur our latent and languishing energies, nerve our arms and consecrate our minds and hearts to the work of changing this unnatural picture to a more happy and pleasing one.

"With our labor saving machines and man's triumph over the forces of nature, compelling them to do his bidding, life should be something more than a hard, desperate struggle from the cradle to the grave, and squalor, and hunger should be the rare exception and not the rule."

GCommenting on the exploitation of Florida's and the nation's resources by promoters of mining and transportation, he said:

"I shall not believe that when the great God of creation was placing in the bowels of the earth the coal, and the oil, and phosphate rock, the gold and silver and the precious stones, that He was depositing these things there for the exclusive use and benefit of Mr. Rockefeller, Mr. Flagler or another individual, and any law that permits the monopoly of the bounties of nature by any one individual permits a wrong on every other individual throughout the whole universe."

Mr. Harris ended his speech by calling on the editors of Florida to consecrate to the high purpose of striking "the shackles from every individual slave" and driving "the pangs of hunger from every home." He said, "Wherever the press goes, let it be to the poor as a gleam of sunshine to the darkened earth."

In later weeks, Editor Harris reported in his *Ocala Banner* that the editor of *The Pensacola News* had been

critical of his speech in Key West. As was the custom, major papers delivered at the state press conventions were made available to the newspaper members throughout the state to run in their newspapers. The editor of *The Pensacola News* questioned whether Mr. Harris "practiced what he preached," saying, "As custodian of the public morals, has he not supported the prize fight and defended lottery?"

Mr. Harris used a column on page one to point out that the Pensacola editor had three times questioned his (Harris's) stand on these matters and said that for the third time he would prove that he had never defended prize-fighting or lotteries.

An official meeting of the association was held aboard the *Whitney* the night the press group left Key West for Havana. At that meeting President Pendleton was re-elected and Mr. Appleyard was again named secretary. The new vice-president was Frank E. Harris of *The Ocala Banner*.

At a later meeting in Havana, just prior to the editors' departure for Florida, "the general passenger agents of the state were elected honorary members of the association and the president directed to place them on the standing committee on transportation," an honor, the reporter noted, they no doubt appreciated.

A news story, datelined from Tampa, Apr. 14, described the arrival of the association members back in Florida"

"The Florida Press Association arrived in this city this morning on its return from Havana, about a hundred strong. Mayor Easley, the local press and a large number of prominent citizens met the party at Port Tampa, where Mayor Easley welcomed its members most heartily to Tampa and extended them every courtesy and hospitality.

"Special rates were made at the different hotels and restaurants. The Consumers and the Tampa Street Railway companies extended the quill-drivers the use of their elegant electric cars, and they were escorted to West Tampa, the Chapin place and Ybor City, viewing the sights of the metropolis of Southern Florida.

"Mayor Easley, who is an old newspaper man, did himself proud in entertaining the visiting editors.

Three cheers and a tiger were tendered to Captain Douglass for the delightful excursion on the electric road. It was amusing to see the boys landing at Port Tampa, each laden with a big bunch of cigarettes. Of course, the editors do not smoke the abominable things—they were just bringing them over for some admiring friends."

No record can be found of a meeting of the association in 1895. Lists of officers elected through the years that have been preserved by the association carry the simple notation, "No election held; the members visited St. Augustine." The fact that the 1896 meeting in St. Augustine opened with T.T. Stockton as acting president and that Mr. Pendleton was addressing the members of the National Editorial Association, also meeting in St. Augustine at the same time as the meeting of the Florida Press association, indicates that no election was held in 1895 and that the association used 1895 primarily to plan the biggest event in its history, the national meeting of the NEA in Florida.

National Editorial Association Excursion

A 10-day excursion into Florida in 1896 by some 700 members and wives of the National Editorial Association was carried out in cooperation with the Florida Press Association, whose members met jointly with the NEA in St. Augustine in January.

The editors arrived in Tampa on Sunday, Jan. 19, 1896, on their way to St. Augustine for their first official business sessions. In Tampa they visited the cigar factories and were guests aboard the steamship *Olivette* for a trip down Tampa Bay to the Gulf of Mexico.

The Florida Press Association, 60 strong, arrived in St. Augustine on Monday for its own business meeting at the San Marcos Hotel, an establishment said to have the largest piazza area in the world. The national editors were expected to leave Tampa Monday night and arrive in St. Augustine on the Plant system in approximately 11 Pullman cars. A reception planned by the ladies for the visiting editors was described in *The*

Times-Union as follows:

"The action of the ladies committee in having their reception and afternoon tea in Fort Marion, has resulted in securing the permanent floating of 'Old Glory' from the ramparts of the ancient fort. Captain Eddie Allen of the sloop yacht *Baldwin* has presented a fine, 40-foot-long flagpole, which *The Times-Union*'s St. Augustine bureau will erect and equip ready for a United States flag, to be furnished by Quartermaster Woodward of the Third Artillery, and which the ladies will hoist to the breeze at the opening of their reception of the editors and party at 3 o'clock Wednesday afternoon. The ceremonies will be enlivened by patriotic airs by the Third's superb band."

Tuesday's edition of *The Florida Times-Union* devoted more than two pages to the NEA Florida visit, saying, "The delegates to the convention are from every state in the Union and territory that wants to get into it. They are probably the most powerful body of men on the western hemisphere. The pen is mightier than the sword, hence the national editors are an aggregation and condensation of power."

With more than 70 papers scheduled for presentation at St. Augustine, NEA President A.O. Bunnell issued an injunction against long speeches and limited each speaker to five minutes, which he interpreted to mean a paper of between 1,200 and 1,400 words.

Floridians on the program and their speech topics were: "Management of a Leading Daily in Florida," T.T. Stockton of *The Times-Union*; "Commercial Journalism in Florida," J.W. White of *The Jacksonville Journal of Commerce*; "Clerical Florida Editors," Rev. John M. Caldwell, *Jasper News*; and "Agricultural Editors in Florida," by E.O. Painter, *DeLand Agriculturist*.

The separate meetings of the Florida Press Association at the San Marcos Hotel were sparsely attended. Only 14 editors were present for a morning session on Monday, Jan. 20, and 12 showed up for the evening meeting at 7:30 p.m. at which time the following officers were elected: President, T.T. Stockton, *Florida Times-Union*, Jacksonville; Vice-president, J.W. White, *Jacksonville Journal of Commerce*; Secretary, T.J. Appleyard of *The*

Gate City Chronicle, re-elected; and Treasurer, B.E. Prevatt, *DeLand Record*.

The only other business undertaken by the Florida editors was to consider some changes in the organization's constitution and by-laws. A new section that would have extended honorary membership to railway passenger agents was defeated but a new section of the same article was passed that allowed for honorary memberships to be legal for all ex-editors and "persons extending courtesies to the association."

Under a headline, "Noblemen of the Nation," *The Times-Union* bureau reporter in St. Augustine told about the editors' arrival in the Ancient City:

"The editors of the nation, seven hundred strong, with their wives and sweethearts, arrived in this city at 2 o'clock this afternoon, a little late 'tis true, but the people of the old town were none the less cordial in their welcome. The town was in gala attire, flags were flying everywhere, and everything presented a holiday appearance, even to the people, who were in their Sunday dresses.

Business was almost entirely suspended to see that the keys of the city were presented to the visitors, and that they should have a kind remembrance of the hospitality that can be afforded by the Ancient City.

*C*he editors were driven to the various hotels, where they were assigned rooms for their stay here. After dinner, they scattered through all of the quaint old streets, and meandered eastward, westward, southward and northward, taking in the sea wall, the old fort, the Ponce de Leon, barracks and other points of interest. They were pleased beyond measure with what they saw, and agreed that an ideal spot has been chosen for the convention.

"Many remarked that of all the cities in the United States, old St. Augustine was the prettiest, and that of all the people in the United States, those of St. Augustine were the most hospitable.

"No effort was made to begin the business proceedings, as there was not sufficient time, and it would have been difficult to have secured a quo-

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rum, so anxious was everybody to see the city that bears the name of being the oldest in the United States."

It was also reported that a Tallahassee resident presented the St. Augustine ladies with three cases of "Florida grown and made pineapple champagne" for their reception at Fort Marion. The same newspaper reporter told about the organization of a "cattle-car club" by members of the NEA western division on the trip to Florida. He said:

"The cattle-car club is composed of the western contingent from the lands where the buffalo once ranged. One of the jolly members of the cattle-car club is W.E. Bolton, editor of *The Live Stock Inspector*, of Woodward, Oklahoma. Mr. Bolton is in Florida for the purpose of inducing immigration to the candidate for admission to the Union. 'With a little more immigration,' says he, 'we will have people enough to entitle us to statehood.'

"He offers beautiful squaws with heritages of entailed lands and the 'loveliest of divorce laws. Our divorce laws,' says Mr. Bolton, 'are the finest on earth. Chicago is not in it at all. It is really a fact that in Oklahoma you can drop a five dollar bill in the slot and secure a divorce while you wait; while a ten dollar note will secure one absolute. Oklahoma is the most beautiful spot under the sun. We came away from there just to demonstrate how much better we like it as compared to other spots when we go back.'

The Florida writers seemed to take delight in telling their readers little anecdotes about their colleagues from the rest of the nation. An Oregon editor was said to have had an 'affair of the heart' in Thomasville on the trip to St. Augustine. The writer said, "If he should chance to return that way, he may find razors waiting for him."

Western editors were described as "great, big strapping six-footers." The writer went on to say, "In that country they evidently act as their own bouncers, and to secure a position on a newspaper in the far west, one must

not only have brains but muscle enough to whip every nine men out of ten that he should chance to meet."

The Texas editors were described as little fellows, but the writer said they carry a gun in one boot-leg and a bowie in the other. Kentucky editors were said to be delighted with the mild Florida weather, which they described as "mint julep weather," and then went in search of the "nearest manufactory of mint juleps."

At the first joint business session of the National Editorial Association and the Florida Press Association on Wednesday, Jan. 22, the visitors were welcomed by Mayor Henry Gaillard, who spoke for official St. Petersburg, the Rev. J.N. MacGonigle, who spoke for the citizens and C.B. Pendleton, immediate past president of the FPA.

 In his address, Mr. Pendleton touched on conditions in Cuba. It was later reported that "his first mention of Cuba excited the assemblage to cheers, and each recurring appeal brought appropriate applause, showing that the NEA and Florida Press Association are a unit for Cuba's recognition."

Mr. Pendleton closed his remarks with another reference to Cuba, as follows:

"Now, brothers of the press, after leaving St. Augustine, I would like to welcome you to the city of Key West, possibly the only tropical city in America, a city of which it has been said by one who loves her, 'that it lies where the waters of the Atlantic and the Gulf first meet and kiss each other.'

"If you come there, we will give you a hearty welcome. If you could go further, say, for instance, to Cuba, we would give you encouragement, but today the Cubans are fighting for that which we obtained in the great war of the revolution. It is possibly on account of this war we have no representative today from Cuba, but let us treat that before another annual meeting, that the representatives of the press of free Cuba may be with us."

President A.O. Bunnell, addressing the Eleventh Annual Convention of the NEA in St. Augustine, saw far ahead of his time into the modern newspaper composing room, when he said: "...And gigantic steps ahead

are being taken every year. The days of the Linotype, now being established in power, may already be numbered by the Monotype which casts and sets single types and justifies automatically, and this may be thrown aside for a photographic newspaper production, which will do away with types and presses."

Bunnell called upon his association to do something about journalism education, saying the organization had been dragging its feet for a decade:

"At the first regular convention of this association, held in Cincinnati, 1886, President Herbert, the originator of the association, forcefully advocated that among the first works of the association should be the taking of steps for the establishment of a college of journalism and the encouraging of journalistic training in a few of the existing universities.

"Every succeeding president from that time on has 'taken steps,' but for lack of practical propelling force on the part of the association, these steps have been simply up and down movements without any advance. It seems to me that after ten years of 'marking time,' at this commencement of our second decade the sharp command should be given to 'forward march.'

"It has been suggested in this connection that it would be a useful and pleasant thing to have a course of reading prepared, covering, say, four years to embrace such topics as the English language and literature, political economy, American history, American constitutional state and municipal governments, city and domestic sanitation, ornamentation and improvement of streets, grounds and parks, newspaper publishing in all its branches, including the biographies of leading editors of the United States, and to provide for some system for examination in this course of reading from year to year, and at its conclusion to give a certificate to the several candidates as having completed the course of journalistic reading adopted by the National Editorial Association; the course to include topics that are constantly to be discussed by editors of the papers in our smaller cities, as well as the study of papers and treatises directly bearing upon the business management, advertising, circulation, edit-

ing, localling, etc., that belong to everyday newspaper work.

"It is for me to supply on this occasion not the argument, but the suggestion, for your prompt and serious consideration."

Thus, President Bunnell not only called for action to be taken on colleges of journalism, but he spelled out a course of study not a great deal different from that used in modern journalism schools.

Bunnell was ahead of his time with respect to recognition of women in journalism. He told the editors, "As I stand here today surrounded by fellow officers, it seems passing strange to me that not one of them is a woman. Fellow members, let the future see no roll call of officers of the convention that does not include at least one woman. Woman is eminently capable of filling a position the highest gift of this association."

A leading female editor at the convention was Anna M. Hughes Marcotte, publisher and editor of *The St. Augustine Tatler*. Mrs. Marcotte was born in Williamsport, Pennsylvania, in 1843 and was 52 at the time of the NEA Florida Convention. She married Lt. Amos B. Rhodes of the Seventh Pennsylvania Cavalry, and accompanied his regiment at the battle of Antietam, and at the siege of Nashville.

QShe received a special permit from General Morgan, C.S.A., after the battle of Shelbyville, to go on the field to rescue the dead body of her husband. Afterwards, she married Capt. Henry Marcotte, U.S.A., and served with him in the Dakota Territory prior to 1873, frequently having to defend herself against attacks by Sioux Indians at Forts Rice and Lincoln, and in those troubled and dangerous times she proved that she could handle a rifle with as much skill and courage as any soldier.

Mrs. Marcotte was the first white woman who ever crossed the plains from Fort Lincoln to where the city of Fargo now stands. Captain Marcotte was ordered to make a trail for the Northern Pacific Railway engineer in January 1873, and this remarkable journey of 233 miles was accomplished in sleighs, camping in whatever spot fortune might provide.

To give some idea of the hardships encountered on that journey, especially by woman, it is only necessary to state that the mercury during the entire trip, ranged from 28 degrees to 48 degrees below zero.

In 1891, Mrs. Marcotte became editor of *The St. Augustine News*, a society journal, but only remained one season with that publication. In 1892, appeared the first number of *The Tatler*, which immediately became popular. Those writing about Mrs. Marcotte during the NEA Convention said that her publication "increased in popular esteem each year, and with her individuality stamped on every page."

Mrs. Marcotte was said to be "an indomitable worker, fatigue seems to be unknown to her, and when not engaged in her own business affairs, she is constantly on the alert, doing good here and there with willing heart and strong hand. The chief traits of this remarkable woman may be summed up as force of character, strong will, sound common sense, quickness of perception and withal a kindness of manner and disposition, in all of which she had few equals and no superior among her sex."

Despite President Bunnell's recommendations in his annual address, the committee on the president's speech, when it reported to the convention, recommended specific action on only one topic.

The committee recommended that the association secretary move immediately to prepare a compilation of the newspaper laws of the several states to be ready at the next convention.

Concerning a course in journalism, the committee simply recommended that NEA commend the "pioneers among the collegiate institutions that have already adopted a special course of study and endowed a chair for instruction in journalism and urge such colleges and universities as have not taken this step to take the matter up for serious consideration in view of the importance attached."

The president's wish for the association to begin action on the establishment of a permanent headquarters for NEA was left to the "best thoughts of the incoming president." As for the election of a woman to an office in the association, it was recommended that a special committee be appointed to look into the matter. ☺

Four-page menu at the Fort Myers Hotel titled:

"Banquet to the Florida Press Association" Mar. 28, 1900

Oyster Cocktail.

"For this relief much thank."—Hamlet

Radishes, Olives, Cream of Celery [sic], Consomme Imperiale

"Slow but sure, like summer's advent."—Jenkins

Filet of Caloosahatchee

River Trout,
a la Montreuil,

Potatoes Parisienne.

From the nude sea's enraged and foamy mouth."
—Twelfth Night.

St. Julianne.

"Then methought I heard a mellow sound."
—Tennyson.

Boiled Leg of Southdown Mutton, Caper Sauce.

New Green Peas.

"Unlike the editor, green and fresh."—Anon.

Breast of Chicken

On Crustade, a la Reine.

And count their chickens ere they're hatched."

—Butler.

Cardinal Punch.

"Since punch and life so well agree."—Blacklock.

Roast Wild Turkey, Sweet Potato Dressing, Cranberry Sauce.

"But man, curs'd man, on turkeys pray."—Gay.

Stuffed Tomatoes, Potato Croquettes, Asparagus, Sauce Hollandaise.

"Bears vegetables in a grumbling way."—Byron.

Haut Sauterne.

"Sparkling bubbles of pure delight."—Jenkins.

Salade Russe.

"Few things are impossible to diligence and skill."

Strawberry Ice Cream.

Champagne

"Kings it makes gods, and meaner creatures kings."

Assorted Cake.

Edam Cheese, American Cheese,

Water Waters, Nuts,

Layser Raisins.

"The last taste of sweets is sweeter last."—Richard II.

Coffee, Cigars

*Reprinted from The Fort Myers Press,
Mar. 29, 1900

Ink in the Sand



Part seven in a series on the history of the Florida Press Association

By JOHN PAUL JONES

Continued from February 1993

Che second day of the joint NEA-Florida Press Association convention was filled with major addresses on matters relating to the press. An address on advertising was directed more toward the need for merchants—advertisers—"to keep faith with their customers."

The merchant "must do as his advertisements promise; he must not make claims which he cannot fulfill; he must not expect advertising to propel trade against a tide of dishonest dealing." The speaker indicated that it was necessary for the newspaper to educate advertisers in the path of honesty in advertising.

A major paper on "libel laws" was well received, according to reports of the convention. Libel had become of major importance to newspapers

throughout the United States as persons who felt they had been injured by the press began to use the courts rather than the horsewhip or their fists to settle grievances with editors. *The Times-Union*, in reporting this particular speech, commented:

"Among the most attentive listeners to the papers relating to the libel laws was H.H. McCreary of *The Gainesville (Fla.) Daily Sun*. Mr. McCreary probably enjoys a distinction as defendant in libel suits that no other member of the association can boast of, having been sued for criminal libel by a baseball umpire for criticizing his decisions during the game between two local clubs."

One of the final acts of the convention before adjournment for an excursion around Florida was a motion to table a resolution that called on the President of the United States to recognize the "belligerent rights of Cuba." The motion to table this resolution came only after several hours of

heated debate and "deafening cheers" when Cuba was mentioned. The sentiments of the convention were strongly in favor of the Cubans but the matter was laid on the table because cooler heads prevailed with pleas to leave such matters up to each individual newspaper and editor.

Before adjournment, the NEA editors named H.H. Thomas, editor of *The Farmers' Friend* of Mechanicsburg, Pennsylvania, as their president, selected Galveston, Texas as the convention city for 1897 and named W.E. Pabor of *The Pabor Lake Pineapple*, Pabor Lake, Florida, as the poet laureate of the group, for life. Mr. Pabor already had been elected poet laureate for the Florida Press Association.

Originally, the national editors had planned to visit the "Biscayne Bay country" of Florida before returning home but *The Florida Times-Union* reported on Jan. 24 that this would not be possible since the railroad had not been built south of Lake Worth. Their

tour of Florida began in Daytona Beach on Saturday, Jan. 25, where the train stopped long enough for a quick tour of the city. About 100 citizens, the mayor and members of the city council met the train. With them were more than 60 "conveyances" of private citizens.

Those who could find seats were driven down Ridgewood Avenue, up the river front, across the upper bridge, "through the city beautiful," to the beach, down the beach to the lower bridge and back to the station. The drive was described as the most beautiful in the "Fountain City," a name frequently used for Daytona Beach, along with the words, "the City Beautiful."

After sightseeing as far south as Palm Beach, the editors returned to Jacksonville on Jan. 29, arriving at 11:30 a.m. The trip back up the state began in Palm Beach at 9 p.m. and took about 14 hours because of "hot boxes all along the road." The special train consisted of 12 coaches and one baggage car.

In Jacksonville, the "Tripod Men," as the editors were called in the local newspapers, went aboard the *Vigilant* on Jan. 30 for a trip on the St. Johns River. For their entertainment, orchestras from both the Windsor and the St. James hotels provided music. *The Times-Union* described the trip on the river as follows:

"On the trip down the river several boxes of magnificent Florida oranges were opened and the golden fruit was passed around among the guests. All were delighted and surprised that such oranges could be had in Florida since the freeze. After the oranges came a light lunch, consisting of sandwiches, strawberry ice cream, claret punch, coffee and cigars for all who cared to smoke."

As the editors concluded their Florida meeting they were generous in their praise of the state. Concerning St. Augustine, one editor called it "the city of pretty women, fine hotels, grand churches and fair prices." Another said it was the "Italy of America." A third said, "It is like going to a foreign country to come here in January. Am delighted with the quaint old buildings, the narrow streets, and with the climate." Another said the climate was worth a million dollars.

Not all were complimentary, however. An Oklahoman failed to be completely captivated. He said, "This town is old enough to have whiskers. If the streets were kept clean, with fewer oyster shells spread around, the city would be more pleasant."

Another editor said the city was being slowly destroyed by "ruinous improvements." A third said that St. Augustine was "almost as full of rare things as *The Times-Union*."

sisted his mother in running the family plantation until he was 15 and then he began a career as a civil engineer. A year later, his family moved to Jacksonville and he became associated with the Southern Express Company, where he remained in employment for 12 years. At the time he left the express company in 1883, he was route agent for the state of Florida.

Between 1883 and 1886 he was in the mercantile business in Jacksonville as a successful merchant. In 1886, he and his brothers, and some other Jacksonville businessmen, bought *The Jacksonville Morning News* and *The Jacksonville Herald* and combined the two papers under the name *The News-Herald*. Later this same group incorporated as the Florida Publishing Company, which published *The Florida Times-Union* in 1888.

T.T. Stockton was treasurer and business manager. Concerning his management of *The Times-Union*, one biographer wrote: "Under his management the paper became one of the leading journals of not only the state but of the South. He was familiarly known as 'T.T.' and was a journalist who took a foremost part in raising the standards of the profession by devotion to his calling."

Mr. Stockton was prominent in the social, civic and economic life of Duval County and the city of Jacksonville up until his death. He belonged to the Seminole Club, was active in the old Jacksonville Board of Trade, was at one time commander of Stonewall Jackson Camp No. 83, a member of the United Sons of Confederate Veterans, and an Elk. In his profession, he was active in the affairs of the Southern Publisher's Association.

On May 16, 1877, he married Willie Ann Lawton, daughter of Col. Winborn J. Lawton and Sarah Lewis Lawton, both of Georgia. The couple had five children: Telfair Jr., Winborn Lawton, Julia Telfair (Mrs. David K. Catherwood), Mildred Lawton (Mrs. Horace M. Fox), and Helen Clark.

Mr. Stockton was a strong advocate of responsible journalism. In his annual address at Green Cove Springs he said:

"A great field of usefulness is opening up for the newspapers of Florida. Shall we embrace the opportunity to demonstrate the power of the press, or shall we sit down su-

On to Nassau



The 1897 meeting of FPA consisted of a one-day business meeting in Green Cove Springs on Jan 20, attended by about 30 members, and an excursion to Nassau in the Bahamas.

The afternoon session, which began at noon in the courthouse of the "Parlor City," featured the president's address and election of officers for 1897-1898. In his address, President T.T. Stockton three times pleaded with the editors to set their advertising rates and then stand by them. He urged the members not to accept payment for their advertising space "in trade." This emphasis on advertising rate cutting was a clear indication that the time spent revising the association constitution and by-laws in 1890 to make it impossible for members to cut rates had been a waste of time.

The new officers, in addition to President T.T. Stockton, were: F.L. Robertson, *Hernando News*, Brooksville, vice-president; T.J. Appleyard, *Gate City Chronicle*, Sanford, secretary and E.O. Painter, *Agriculturist*, DeLand, treasurer.

Thomas Telfair Stockton, who began his second term as Florida Press Association president at the Green Cove Springs meeting, was born in Quincy, Florida, Oct. 8, 1853, and died in Jacksonville Nov. 30, 1907. His father was Col. William Tennent Stockton and his mother was Julia Telfair Stockton, both of whom were later with him in the newspaper business in Jacksonville.

T.T. Stockton's early education took place in the private schools of Quincy and the Quincy Academy. After the death of his father, he as-

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pinely or more properly speaking, lie down and die an inglorious death?

"I, for one, say 'No. Awake.' Assert the power which your position gives you, and let each and every one of us remember that if we are right for the discharge of our work, it is reasonable to expect support, cooperation, and sympathy from fellow members of the organization to which we belong. I have observed papers springing up all over Florida for the past decade with verdant growth, which, at first, promised to harden and grow into strong journalistic trees, but time has clearly demonstrated that only a small proportion of such ventures become a fixed success.

"I have before me a list of the state papers, numbering in round figures 125. Knowing something of the localities in which they are published, I am impressed with the idea that they are, in the main, of a healthy and thrifty growth, just such publications as should lend their best aid to the up-building of the Florida Press Association, which means so much to its members and the great state in which we live."

Two things happened at this 1897 meeting that revealed the concern of the Florida Press Association members with the approaching war clouds over Cuba. Prior to the meeting, a number of newspapers had editorialized about the long, naked coastlines that circled Florida, a coastline without adequate defenses against Spanish naval guns.

While the FPA was meeting at Green Cove Springs, the members of the Coast and Harbor Defense were meeting in Tampa. One of the actions of the Florida Press Association was passage of a resolution expressing "the hearty sympathy and co-operation of this association with the objects of that convention." What the coast defense members were doing in Tampa was making long speeches about the need for adequate defense of the state's coasts. The editors agreed heartily with those objectives.

The second thing that happened was at the "literary" session of the

association on the first night of the convention. At that time members heard poet laureate W.E. Pabor read a poem called "Cuba Libre." This poem rang out for 27 stanzas that called for Cuba's freedom. The first two stanzas were as follows:

*From where eternal summer smiles
And rose perfume fills all the breeze,
The Queen Isle of the tropic isles,
Appeals for help across the seas.*

*From out a blood encrimsoned woe,
From out an agony of pain,
Those Cuban cries for freedom flow—
Freedom from vassalage to Spain.*

Twenty-seven members of the association left Jacksonville on the morning of Jan. 21 on one of the elegant coaches of the Florida East Coast Line, for Miami where they were scheduled to board the steamer *Monticello* for their voyage to Nassau. Accompanying the party were the following out-of-state journalists: Charles E. Howard, editor of *Farm, Field and Fireside*, Chicago; Joseph N. Rodgers, managing editor of *The Philadelphia Inquirer*; Miss Lottie Miller of *The Cincinnati Enquirer*; and Julian Harris of *The Atlanta Constitution*. *The Times-Union* said concerning this junket:

"The trip down was highly enjoyed by the entire party, but especially by the ladies. It was the first visit to the east coast of most of the party and was a revelation to them. Only a glimpse of the beauties of St. Augustine could be obtained, as we passed through the Ancient City, but enough was seen to assure our visitors that it was no myth.

"At Ormond Beach and Daytona we caught a glimpse of the Halifax, at New Smyrna the Hillsborough and 15 miles north of Titusville we came suddenly upon the broad expanse of the famed Indian River, and followed its banks for many miles. At Rockledge, our visitors saw their first orange grove laden with fruit. The palmetto tree was a mystery to them and when we reached Palm Beach and looked upon the coconut tree, illuminated by the electric lights of the Royal Poinciana, their delight knew no bounds.

"At West Jupiter, Johnny Jumper, a genuine Seminole Indian, dressed in true Indian style, boarded the train

and rode with us to West Palm Beach. He is a fine specimen and attracted a great deal of attention. He was introduced to the ladies of the party, who tried to talk to him, but as a conversationalist Johnny is not a success, however, he answered as many of their questions as he could and seemed to enjoy the admiration his bright costume elicited."

In 1898, George W. Wilson was president and editor-in-chief of the Florida Publishing Company, publishers of *The Florida Times-Union* and *Citizen*. T.T. Stockton, president of the Florida Press Association, was business manager of the same newspaper. Wilson was one of the new members elected at the 1898 convention of FPA in DeLand on Mar. 22-23.

As this study has already shown, the leadership of the Florida Publishing Company asserted its influence over the new press association from the beginning. It continued this influence in 1898. Just prior to the opening of the DeLand convention *The Times-Union* and *Citizen* ran an editorial on Mar. 21, 1898, offering advice on how the convention should be run, saying:

"Florida editors and publishers will meet in DeLand tomorrow, and it is hoped will adhere strictly to the business programme marked out. The good that might be done by the association cannot be exaggerated and the good that has been done cannot be overestimated. The press is a powerful factor in the life of our American state. Working together for the people of our state, it can become almost omnipotent in Florida.

"We are glad that Florida journalists this year will not give their time to junketing and feasting, for questions of high import to the profession and the people will demand their attention.

"Discipline those members who sell their space for a song or to gain advantage over a rival. This appeared to be a splendid maneuver at the time but dangerous and fatal in the end.

"Along these general lines suggested the association must travel closely and firmly, if it would prosper and do good work. A man's political principles are of no more interest to the association than his religious belief but the business reputation and moral standing of its members are of vital importance."



Photo courtesy Florida State Archives

The 1911 composing room at The Florida Times-Union in Jacksonville where pages were set up in "flats" (page-size metal frames).

On Sunday, Mar. 6, 1898, *The Times-Union and Citizen* published an advanced agenda for the DeLand meeting. This agenda contained the following list of addresses to be made at the convention:

"Fellowship in Newspaper Work," to be delivered by B.B.Tatum of *The Courier-Informant*, Bartow

"Florida Reviewed—Its Commerce, Agriculture, and Industries," by E.O. Painter, *Agriculturist*, DeLand

"Does It Pay—Job Office with Newspaper?" by J.E. Trice, *Tallahasseean*, Tallahassee

"The Necessity of Maintaining Rates," by Guy I. Metcalf, *Tropical Sun*, West Palm Beach

"Competition Among Newspapers," by J.C. Smith, *Constitution*, Monticello

"Running a Newspaper Successfully in a Small Town," L.L. Ramsey, *Free Press*, Mayo

"Education of Advertisers and Subscribers," E.W. Peabody, *Times-Union and Citizen*, Jacksonville

"Florida as a Newspaper Field," Philip Isaacs, *Press*, Fort Myers

"Journalistic Etiquette," by L.J. Brumby, *Marion Press*, Ocala

"A Country Woman Journalist,"

Mrs. Neva C. Child, *DeSoto County Champion*, Arcadia

"Newspaper Men and Advertising Agents—Their Relation to Each Other," by Ellis B. Wager, *Star*, Titusville

"Thirty Years a Weekly Newspaper Man," by F.A. Mann, *News*, St. Augustine

"The Society Paper in Modern Journalism," by Miss E. Nellie Beck, Tampa

"The Editor as a Traveler," R.J. Morgan, *Sub-Peninsula*, St. Petersburg

"The Editor and the Schoolmaster," Tom F. McBeath, *School Exponent*, Jacksonville

As it turned out, most of these speakers failed to show up at the meeting or arrived too late to give their speeches so the only talks presented were: "The Editor and the Schoolmaster," "Fellowship in Newspaper Work," "Running a Newspaper Successfully in a Small Town," and "Thirty Years a Weekly Newspaper Man."

Association officials were disappointed in the attendance, according to *The Times-Union and Citizen*. Only 18 editors and publishers were listed

on the official roster of the convention, as follows:

E.W. Peabody, *Times-Union and Citizen*, Jacksonville

T.T. Stockton, *Times-Union and Citizen*, Jacksonville

T.J. Appleyard, *Gate City Chronicle*, Sanford

W.E. Pabor, *Pineapple*, Lake Pabor

C.L. Bittinger, *Star*, Ocala

L.L. Ramsey, *Free Press*, Mayo

Frederick L. Robertson, *News-Register*, Brooksville

L.J. Brumby, *Free Press*, Ocala

B.B. Tatum, *Courier-Informant*, Bartow

Tom F. McBeath, *School Exponent*, Jacksonville

S. Weller Johnson, *Agriculturist*, DeLand

B.E. Prevatt, *Record*, DeLand

E.B. Calhoun, *Times-Courier*, Marianna

E.D. Oslin, *Times*, Melbourne

J. Ira Gore, *Times*, St. Petersburg

E.G. Mack, *News*, Wewahitchka

C.O. Codrington, *News*, DeLand

E.W. Wager, *Star*, Titusville

At this DeLand meeting members of the association showed their first interest in doing something for edu-

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cation at the university level. On motion of C.L. Bittinger, the convention agreed to give a first prize of \$15 and a second prize of \$10 to the Stetson University students who wrote the two best essays on "Country Journalism." The awards were to be made at the "coming commencement."

At the annual election of officers, Fred L. Robertson, *News-Register*, Brooksville, was named the new president., and J.W. White of *The Journal of Commerce*, Jacksonville, was named vice-president. T.J. Appleyard, *Gate City Chronicle*, Sanford, was re-elected treasurer.

A five-member executive committee was named as follows: H.H. McCreary, *Sun*, Gainesville; John M. Caldwell, *News*, Jasper; Frank Harris, *Banner*, Ocala; T.T. Stockton, *Times-Union and Citizen*, Jacksonville; and Tom F. McBeath, *School Exponent*, Jacksonville.

New members elected at the same meeting were:

Theo H. Hartig, *Bulletin*, Lake Butler
Walter S. Graham, *Metropolis*, Miami
J.E. Pound, *Democrat*, Live Oak
Rev. J.B. Ley, *Little Methodist*, Tallahassee
C.B. Kendall, *Times-Herald*, Palatka
A. Winthrop Sargent, *Idea*, Avon Park
Charles Y. Miller, *News*, Leroy
J.H. Humphries, *Journal*, Bradenton
J.J. Ehren, *Breeze*, New Smyrna
Daniel Giles, *Advocate*, Westville
Charles V. Hines, *Republican*, Melbourne
Rev. L. D. Geiger, *Citizen*, Apopka
Rev. J.C. Porter, *Baptist Witness*, Ocala
George W. Wilson, *Times-Union and Citizen*, Jacksonville
P.A. Vans Agnew, *Valley Gazette*, Kissimmee
Thomas A. Davis, *Fair Florida*, Umatilla
W.M. Gore, *Times*, St. Petersburg

Two resolutions passed at this meeting are worthy of note. The first asked for the appointment of a special committee to work toward getting the state to send a Florida exhibit to the Omaha Exposition, and the second to approve the awarding of two prizes for the best articles written about DeLand and published in a member's newspaper within 60 days after the close of the convention. First prize was a gold medal and the second five dollars in cash.

The first resolution was significant because it indicated an attitude on the part of the association members that the newspapers of Florida, in the absence of adequate financial support of a chamber of commerce type development of Florida and Florida tourism by the state, were willing to use their resources to bring about stronger support.

The second resolution continued a practice begun earlier of urging members to repay the hospitality shown by convention host towns by writing favorable reports in their own newspapers when they returned home.

This practice was, of course, not inconsistent with the sentiment shown in the first resolution, namely, that the members of the press had a duty toward the citizens of Florida to help the state grow and prosper.

War clouds in the distance might have caused the small attendance at the 1898 convention but if, indeed, the Cuban situation was on the minds of the editors, that state of mind did not show up at the convention itself. No resolutions were passed on the matter, no patriotic poems were presented and no discussions of war were held. The problem of the inadequately defended coastlines never came up.

The new president of the association, Fred L. Robertson, was born in South Carolina in 1844. He entered the Army of the Confederacy in 1861 at age 17 and served until the war's end. He was seriously wounded twice, first in 1861 and again in 1864.

At the end of the war, Robertson went to Mexico, where he lived until 1868. He moved to Florida in 1872. He remained active in Confederate veterans' affairs throughout his life, however. He was appointed Adjutant General and Chief of Staff of the Florida Division, United Confederate

Veterans at the group's inception.

Shortly after arriving in Florida, Robertson established *The South Florida Journal* at Sanford. This was the first newspaper to be published in Orange County. In 1876, he moved to Fort Reed and established *The Crescent*. He relocated that newspaper to Brooksville in the fall of 1876 and it was the first newspaper published in Hernando County.

Robertson founded *The Brooksville News* in 1886 and *The Brooksville Register* in 1891. These two newspapers were later consolidated and appeared as *The News-Register*, which he was publishing at the time of his election as the Florida Press president.

Robertson was an early member of the association, his name appearing on the roster of the executive committee of the association as early as 1882, and like some of his predecessors, he was active in state politics. He served as enrolling clerk for the 1881-1883 Florida legislature. As bill secretary of the Senate in 1895 he was commended for developing a new document control system. He was re-elected as bill secretary.

Robertson married Margaret Boswell of Fauquier County, Virginia. A son, Fred Ion Robertson, was born at the mother's family home, "Spring Farm," Virginia on Dec. 31, 1872, and later joined his father in the newspaper business.

Last Convention Of the Century

Florida Press Association members held their final convention of the 19th century at St. Petersburg as guests of J. Ira Gore and *The St. Petersburg Times*. About 40 members gathered in the Opera House on Tuesday, Mar. 28, for the opening ceremonies, which included an address of welcome by the mayor and presentation of an official key to the city to FPA president, Fred Robertson.

The meeting was late getting under way because FPA members, true to their profession, watched a firehouse burn for two hours at the end of the dock.

The evening's literary session was

postponed because 20 association members were detained in Tampa because of problems with their train accommodations.

This final meeting of the century was routine, without any controversies or major debates. Members enjoyed an oyster roast in the city park, described as "a roast of gastronomic perfection." An emotional event of the meeting was the adoption of a "daughter" for the association. The "daughter" was the 7-year-old daughter of Mr. and Mrs. C.L. Bittinger of *The Ocala Star*. W.E. Pabor, poet laureate for the association, presented the "daughter" as he read a poem to her. The event was described by the press as follows:

"The history attached to this beautiful incident dates back to six years ago the coming May, in Tallahassee, where the state papers then met, prior to their pilgrimage to the World's Fair, on which occasion W.E. Pabor met with the association for the first time and became acquainted with Bittinger's blue-eyed girl baby, about whom he composed a little delicious poem that gave the little one much publicity."

Mr. Pabor met with the association again at St. Petersburg. At that time he was inspired to indite the lines to the little girl who through them became the daughter of the Florida Press Association, the trust being accepted by President J.W. White, in the name of the association.

Mr. Pabor's reading of the poem was prefaced by a few remarks, reciting facts given, in which he spoke of the fact that his footsteps were descending the slopes of life's journey while those of the young girl were just entering the ascending slope with an apparent long vista before her. His words touched all hearts, bringing tears to many eyes.

When the State Press Association went to Chicago in 1893 and was sidetracked to visit Mammoth Cave, Kentucky, Miss Bassett, 12 years of age and the daughter of Editor Bassett of the then *Kissimmee Leader*, was adopted as the daughter of the association, but subsequently having married, a vacancy was created.

At the proposed "literary" session, J.W. White read a paper on "The Editor and the Public." Press reports described this speech as "full of good

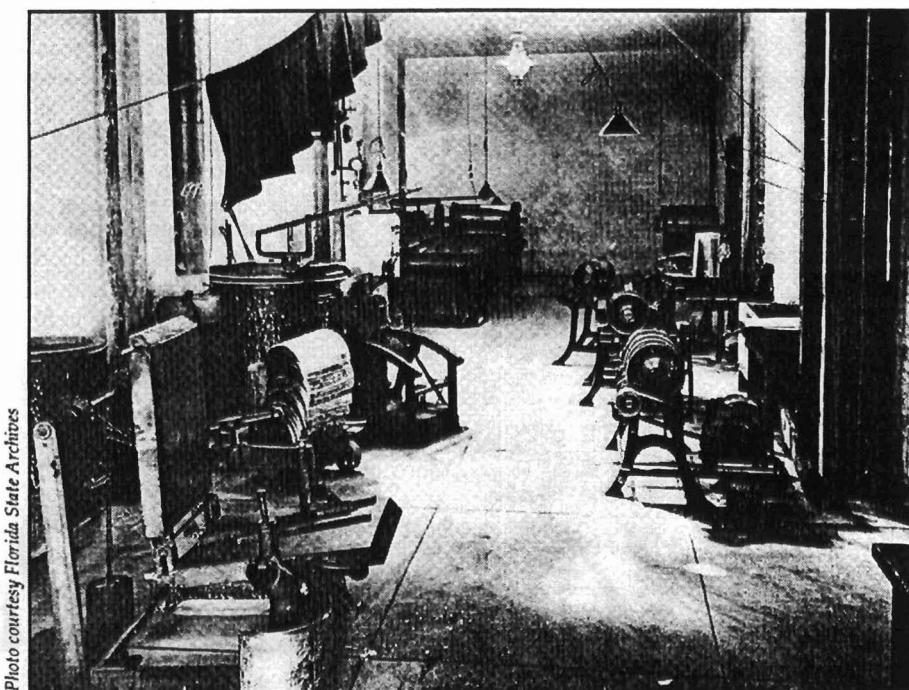


Photo courtesy Florida State Archives

The 1911 stereotype room of The Florida Times-Union in which metal printing plates were molded from composed pages in papier-mâché mat form.

things." Mrs. Neva C. Child of *The DeSoto County Champion*, Arcadia, spoke on the topic, "A Country Woman Journalist." She explained that she had begun her journalism career in Colorado where she had been treated "with marked deference by the men of that state." She explained that such conduct by the men of Colorado was "in strong contrast to that she met as a newspaper woman in DeSoto County."

F.A. Mann, editor of *The St. Augustine News*, read a paper on the "Relation of the Country Editor to Politics," and the Rev. J.C. Porter closed the session with a speech about the "Home Weekly as an Educator."

Prior to adjournment, the following officers were elected to take the association into the 20th century:

J.W. White, president. Mr. White had long been associated with *The Journal of Commerce of Jacksonville*, but came to the meeting as the new publisher of *The Fraternal Record*, a monthly magazine he founded and edited for many years. The new vice-president was B.B. Tatum of *The Courier-Informant*, Bartow. T.J. Appleyard, *Sanford Chronicle*, was re-elected secretary, and E.W. Peabody, *Jacksonville Times-Union and Citizen*, was elected treasurer.

James William White, the new president, was a Canadian. He was

born Nov. 8, 1860, in Woodstock, New Brunswick, Canada. He was educated in the common and normal schools of Maine and moved to Florida in 1881 and made his home in Jacksonville, living for 50 years at the same address, 1241 Market St. His father was the Rev. John T. White, a Baptist minister.

Records show J.W. White began attending Florida Press Association meetings in 1893, and in six years rose in the organization to become president, serving two terms. He was given the title, "Champion joiner of fraternal organizations in the United States" by the American Blue Book for his membership in 74 different fraternal groups.

As editor of *The Fraternal Record*, he kept up with what went on in Florida in the fraternal field because he belonged to most of the groups. This title, however, fails to do him justice because he was active in many non-fraternal organizations. He was a member of The Jacksonville Library Board, a city councilman, a county commissioner, a member of the Duval County Board of Public Instruction, and one of the first presidents of the Florida Good Roads Association, in addition to serving as an active member of the Florida Press Association.

White died in Jacksonville at age 84 on Jan. 20, 1943, and is buried in Evergreen Cemetery there. ☺

Ink in the Sand

Part eight in a series
on the history of the Florida Press Association

Continued from March 1993

By JOHN PAUL JONES

Turn of the Century

At the turn of the century, the Florida Press Association had three clear goals: a) to change the libel laws of Florida; b) to help attract more residents to Florida; and c) to get newspapers to charge more for their advertising and maintain whatever rate was set.

As the first decade moved along, a number of interesting long-range programs developed at the state conventions that pointed toward some new goals for FPA members. These will be discussed as they were proposed and put into action.

At the turn of the century, Florida's

10 most populous cities were Jacksonville (31,798), Pensacola (19,547), Tampa (18,942), Key West (16,823), St. Augustine (4,272), Lake City (4,013), Gainesville (3,633), Ocala (3,380), Palatka (3,301), and Fernandina (3,245).

The state's population was 566,885. The number of newspapers and periodicals published in the state by 1905 was 173, including 19 daily newspapers, four semi-weekly newspapers, 136 weeklies, two semi-monthlies and 12 monthlies. In 1905, 31 towns had two or more newspapers, and Miami, with a population of only 1,681, had seven newspapers, three of them dailies.

The association's first meeting of the new century was held at Fort Myers, a town with a population of

943, according to the 1900 census. Editors assembled in Punta Gorda on Monday night, Mar. 26, and left at 7 a.m. the next day by the Plant steamer, *St. Lucie*, for Fort Myers. It was reported that "the wind and tide were unfavorable, and some of the ladies were threatened with mal-de-mer, but fortunately escaped."

The Fort Myers Press discussed these unfavorable conditions in more detail, as follows:

"While preparations had been made to extend a hearty welcome to the association, the elements were not in accord with the people of Lee County, for a terrific gale of rain and wind broke out Tuesday morning, as the party embarked on the steamer *St. Lucie*, but Captain Fischer was bound to bring them through, and faced the

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gale raging over Charlotte Harbor and successfully weathered it."

En route from Punta Gorda to Fort Myers, the steamer made stops at St. James City, Sanibel Island and Punta Rassa. At Punta Rassa the editors found the wharf and adjoining buildings decorated with flags, flowers and palms. A huge "welcome" sign had been fashioned of red and white Scotch thistle. Greeting them also was Dr. S.A. Binion, "a noted linguist, author and translator."

Dr. Binion explained the significance of the decorations by saying that the palm represented peace and the thistle combativeness, "two things every editor should have, the first for ordinary occasions, the latter to use when assailed."

The *St. Lucie* docked at Fort Myers at 4:30 p.m. and again the editors saw more decorations and a welcome sign fashioned of tarpon scales.

The first session began at 8 p.m. in the Baptist Church with President J.W. White presiding. Dr. J.F. Shands, a Fort Myers clergyman, delivered the first major address of the meeting, paying tribute to the press in these words:

"A hundred years of victory is closing the most advanced civilization the world has known. The chief developing powers are—pulpit, schoolroom and press, thrown open for the use and protection of all classes. I am called upon to impress upon you that not least in the development of modern manhood is a free press."

"The newspaper has made itself an angel of light and comfort; without it American civilization, humanity, government, yea, and all that we call society would disappear before the brawny arm of unrestrained greed. In these later years the most welcome visitant that enters every real American home is the newspaper."

"Noble editors, if we are to maintain our place and add to our value among the nations, you must meet with and defeat the deepest-laid plans of the trickster, not only in the time-

honored institutions, known as the pulpit, the professor's chair, and the political platform, but everywhere, by going into every man's home with a message so stimulating and beautiful that it will stir the heart and move the will to righteous action."

During the "literary" program later in the evening, Philip Izaacs of *The Fort Myers Press* addressed the editors on the subject, "The Editor at Home." Theo B. Hartig of *The East Floridian*, Palatka, discussed the topic, "Rational Business Methods in Journalism."

Three other addresses closed out the evening. These included: "How to Maintain and Increase a Subscription List," by C.L. Bittinger of *The Ocala Star*; "The Morning Newspaper in National Questions," by George W. Wilson of *The Jacksonville Times-Union and Citizen*; and "The Duty of the Press to Public Morals," by the Rev. L.D. Geiger of *The Apopka Citizen*. Tom F. McBeath, *School Exponent*, Jacksonville, recited the annual poem.

During the business session on Wednesday morning, George P. Wilson, of *The Jacksonville Times-Union and Citizen*, suggested that the association adopt a plan to give up the reading of papers at the state conventions and substitute a newspaper that would be published by the members for one day.

*M*r. Wilson explained that the papers presented at the conventions were prepared long before the convention and sometimes were not pertinent to the needs of the day. He argued that a newspaper, published during the convention, would be up-to-date. He suggested that an editor-in-chief be appointed who would select various members to write editorials, news articles, etc. Prizes were to be awarded as follows:

"For the best news report of 1,000 words, as a leader, \$15; second best, 800 words, \$10. Best editorial leader, 800 words, \$15; second best editorial sub-head, 500 words, \$10. Best local report, 1,000 words, \$15. Best society article, 800 words, \$10. Best descriptive article, \$15. Best police report, \$10. Best article for women's department, \$15. In addition to these prizes, Mr. B.B. Tatum of *The Miami Metropolis* offered

\$10 for the best short poem."

The suggestion was adopted and ordered to be effective at the next state meeting to be held in Miami. In this way was born the first state newspaper contest program in Florida.

At the business meeting the following officers were elected to serve during 1900-1901. These were: President, J.W. White, *Fraternal Record*, Jacksonville; Vice President, B.B. Tatum, *Metropolis*, Miami; Secretary, T.J. Appleyard, *Inter-Ocean*, Key West; and Treasurer, E.W. Peabody, *Times-Union and Citizen*, Jacksonville. President White announced that his executive committee for the coming year would be Tom F. McBeath, Theo B. Hartig, George W. Wilson, R.A. Russell and Frank Walpole.

Much of the discussion at the business meeting concerned the cost of newsprint and what the members called the "paper trust." A committee headed by C.L. Bittinger presented a resolution calling on the U.S. Senate and House of Representatives to stop the activities of the trust. This resolution was adopted unanimously.

"Whereas, We, members of the Florida Press Association, have felt the pinch of the International Paper Company trust, and are of the opinion that we will feel it more severely still if something is not done to break the deadly grip of that overbearing, insolent monopoly, and

"Whereas, This rise is a mere tax on us as publishers. Individually we can do nothing; the merchant can mark up his goods; we have no such recourse; therefore be it

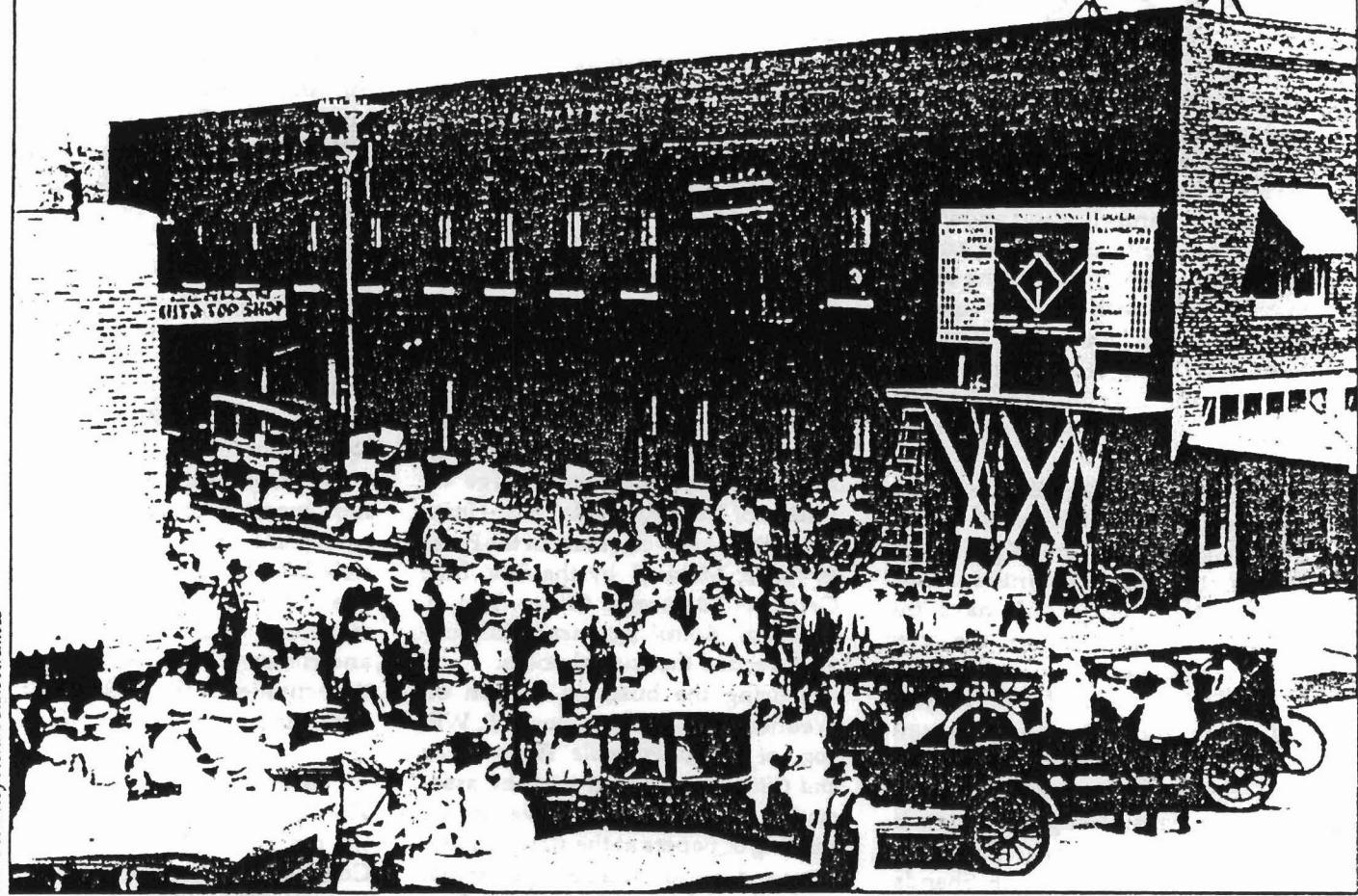
"Resolved, That we as a body believe that no trust should be fostered by legislation; that all trusts should depend upon their own business sagacity, not the protection given them by the general Government;

Resolved, That holding this belief, we hereby appeal to our United States Senators and Congressmen, individually, to assist in the repeal of such tariff duties as serve to protect the trust in its extortionate charges for white paper."

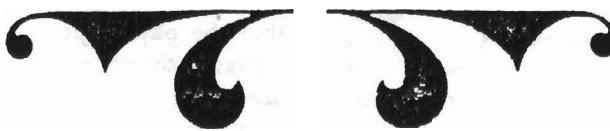
At a second "literary session" on Wednesday night W.E. Pabor, former poet laureate of the FPA who had moved from the state, was asked to read one of his poems. He responded

THE LEDGER

Photo courtesy Florida State Archives



Spectators watching the electronic baseball game board outside The Lakeland Ledger on Oct. 4, 1924, during week of the World Series—New York Giants versus Washington Senators. The Giants won that game, 4-3, but the Senators won the World Series.



with a poem called, "The Lady of Siam." Papers delivered at this session included: "Business is Our Business," by Frank W. Walpole of *The Palmetto News*; "Foreign Advertising," by E.O. Painter, *Agriculturist*, DeLand; "Needed Legislation," by Fred L. Robertson, *The News-Register*, Brooksville; "The Editorial Department," by P.A. Vans-Agnew, *The Valley Gazette*, Kissimmee; "How to Make the Association a Practical Benefit," by John C. Trice, *The Tallahasseean*, Tallahassee.

The official roster of those attending the Fort Myers meeting contained the following names:

J.W. White, *The Fraternal Record*, Jacksonville

B.B. Tatum and wife, *Metropolis*, Miami

T.J. Appleyard, *Inter-Ocean*, Key West

Major E.A. Peabody and wife, *Times-Union and Citizen*, Jacksonville

W.E. Pabor, Pabor Lake

Frank V. Baker and wife, *Chronicle*, Sanford

Frank A. Walpole, *News*, Palmetto

E.O. Painter and wife, *Agriculturist*, DeLand

T.E. Arnold and wife, DeLand

J. Ira Gore, *Times*, St. Petersburg

E.B. Calhoun, *Times-Courier*, Marianna

A. Winthrop Sargent and wife, *Idea*, Avon Park

Walter S. Turner, wife and two

children, *Journal*, Cordele

C.L. Bittinger, wife and daughter, *Star*, Ocala

Dr. and Mrs. Hughes, Daytona

Miss Marie E. Mann, *Gazette-News*, Daytona

Miss Codrington, *News*, DeLand

Frank Horton and wife, *News*, Arcadia

Prof. Tom McBeath and wife, *Florida School Exponent*, Jacksonville

I.M. Putnam, *Sentinel*, High Springs

F. Ion Robertson, *News-Register*, Brooksville

Rev. L.D. Geiger, *Citizen*, Apopka

F.C. Edwards and wife, Micanopy

John Frank, *Industrial Florida*, Jacksonville

Theo B. Hartig, *East Floridian*,

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Palatka

Daniel Gillis, *Advocate*, Westville
C.Y. Miller and wife, *News*,
Dunnellon
W.H. Lawrence, *Republican*, Tallahassee
T.E. Child, *Champion*, Arcadia

Twenty new members were accepted into the association at the Fort Myers meeting, termed a "remarkable one." *The Fort Myers Press* said the meeting was remarkable because "attendance was large and every one was deeply interested in newspaper work; there was more attention paid to business, and in devising and discussing methods of improving the condition of the association and its members."

Following are the names of the 20 new members accepted into the association:

Herbert L. Dodd, *Reporter*, Lake
y
C.C. Post, *Freedom*, Seabreeze
Mrs. T.E. Arnold, *Agriculturist*,
DeLand
W.B. Harris, *Valley Gazette*,
Kissimmee
Alfred St. Claire-Abrams, *Herald*,
Tavares
Miss Marie E. Mann, *Gazette-News*,
Daytona
Rev. F.C. Edwards, *East Alachua
Citizen*, Micanopy
J.E. Low, *The Spring*, Green Cove
Springs
W.D. Commander, *The Gazette*,
Laurel Hill
Charles A. Wimer, *Sub-Peninsula*,
St. Petersburg
Frank Horton, *DeSoto County News*,
Arcadia
John Thomas Porter and H.L. Porter,
West Florida Echo, Grand Ridge
Israel M. Putnam, *Sentinel*, High
Springs
Sumter L. Lowry, *Southern Pythian*,
Tampa
Frank W. Baker, *Gate City Chronicle*,
Sanford
W.M. Featherley, *Metropolis*,
Miami

D.K. Thompson, *Record*, St. Augustine

Robert McNamee, *Evening News*,
Jacksonville

O.J. Keep, *Herald*, Quincy

Two other events were highlights of the press association's meeting in Fort Myers: an excursion on the Caloosahatchee River and the final banquet at the Fort Myers Hotel on Thursday night. In reporting on the river trip, *The Fort Myers Press* explained to its readers that a few editors in the state held aloof from the Florida Press Association because of the "junketing" trips of the association, but, the paper said, it would guarantee that those complaining editors knew less about their state than those who belonged to the association and took the trips since the association met in various parts of the state.

The editors and their wives went aboard two steamers, the *Grey Eagle* and the *Suwannee*, for their day-long excursion. *The Fort Myers Press* described the trip as follows:

"Both steamers left the Plant steamboat wharf at 7 a.m. with a jolly party of editors, and ladies, together with a good sprinkling of town people, as one could find on many a day's travel. The fun was incessant. Jokes and pranks were played on each other, and all hands were 'roasted.'"

Describing a stop at one of the numerous orange groves along the river, the newspaper said:

"A stop was made at the orange grove of Mr. E.E. Goodno, who with his mother welcomed the editors, loading them down with sprigs of blossoms until not a lady was without blossoms. The trees were cleaned of the few remaining scattering of oranges left by the pickers, but Mr. Goodno complained not, but added greatly to the pleasure of the visitors."

These scattering of oranges were not without great value, however, because the newspaper later reported on baskets of fruit presented to each visitor at the evening banquet:

"With grapefruit at \$15 per box and king oranges at \$20, it was no easy matter to ask our citizens to reserve their fruit for the visits of the editors. But enough was saved to give each a

good taste of Fort Myers fruits. When the editors went aboard the *St. Louis* homeward bound, each editor was presented with a basket upon the handle of which was tied with ribbon a tarpon scale, upon which was printed, 'Compliments of Citizens of Fort Myers,' with date and occasion of meeting.

"Each basket contained three grapefruit, one king orange, a tangerine, several seedling oranges, kumquats, bananas, and a can of catley guavas from the Seminole Canning Co., and so the editors were sent on their way rejoicing, with oft repeated expressions of thanks to our citizens for the entertainment received, and expressions to the effect that their visit to Ft. Myers would ever be remembered with pleasure and gratification."

The newspaper described the banquet at the Fort Myers Hotel as such that the "elaborateness was a surprise to many accustomed to such functions in large cities." The paper spoke of the "long verandas, the corridors and parlors" as being crowded with the visitors and the regular guests of the house who "mingled" with the editors. While the Fort Myers band played, the guests "promenaded and conversed." The newspaper said, "After a while Captain W.O. Rew brought his new patent phonograph into the parlor, and showed the difference in sound between his and the phonograph now in use. Thus, our guests while here saw one of the first phonographs ever made, and also the latest improved machine."

The editors had visited the Thomas Edison home and had seen Edison's original phonograph.

The banquet hall was described by *The Fort Myers Press* writer, as follows:

"At 9:30 o'clock the dining-room doors were thrown open, and a beautiful sight was presented. In the center of the room was a large floral decoration, while on every hand were flowers and plants from the tropical gardens of Fort Myers. Covers were laid for 83 persons, and each place was occupied.

"Besides the floral decorations, the ingenious chef had shown his master hand in several set pieces, that on the center table being a fantastic piece, on the side table a ship under full sail,

with the letters 'F.P.A.', thereon was greatly admired, and on the left side was the hut of a fisherman, all made of mutton tallow, and articles which required the slow work of days to bring together."

Judged by modern standards, one of the most remarkable things about the banquet was the menu. The diners began with an oyster cocktail and went on to courses with the following foods: radishes, olives, cream of celery and consomme imperiale; fillet of Caloosahatchee River trout, à la Montreuil; potatoes Parisienne; St. Julienne; boiled leg of southern mutton, caper sauce; new green peas; breast of chicken en croutade, a la reine; cardinal punch; roast of wild turkey, sweet potato dressing, cranberry sauce; stuffed tomatoes, potato croquettes, asparagus with sauce Hollandaise; haut sauterne; salade russe; strawberry ice cream; champagne; assorted cake, Edam cheese, American cheese, water wafers, nuts, layer raisins; coffee and cigars.

"The fun was incessant. Jokes and pranks were played on each other, and all hands were 'roasted.'

Before the editors left Fort Myers, they passed a resolution of thanks to Editor Philip Isaacs of *The Fort Myers Press* in which they said:

"This association realizes and expresses with fraternal thanks that Editor Isaacs of *The Fort Myers Press*, in the meeting held, has fulfilled with good measure, shaken down and running over, every promise made at St. Petersburg, and trust that success may ever be his, and the good work he is engaged in, of supplying Fort Myers with a model local paper, worthy of the invited and hearty support, may never be lacking the courteous gentleman and commendable editor."

The editors returned to Punta Gorda on the *St. Lucie* on Friday, and upon their arrival were greeted by a large delegation of citizens and given

ice cream and cake. This act prompted one member of the editorial party to ask if they looked hungry, "since everyone seemed anxious to give them something to eat." It was reported that at Arcadia a number of editors stopped over for a day and were given a banquet and a ride in the orange groves.

Miami Meeting in 1901

The 1901 meeting of the association in Miami was important for two reasons: the awarding of the first prizes given in the history of FPA for journalistic writing, and the publication of the first copies of *The Press Association Bulletin*, a publication written and edited by members of the association at the state convention, an on-the-spot publication.

In Mar. 15, 1901, about one week before the Florida Press Association was scheduled to meet in Miami, *The Miami Metropolis* published the official rules governing the first issue of *The Florida Press Association Bulletin* and the writing contests. The article began by saying: "Interest in *The Florida Press Association Bulletin*, to be edited and published by the association at the approaching convention in Miami, continues to grow, and the newspaper fraternity of the entire country is watching for this composite paper—an innovation that appeals to all persons indeed who are interested in newspapers and newspaper undertakings. The indications are that there will be spirited contests between the Florida editors, who will constitute the staff, in the several lines of work in which prizes are offered."

The rules specified that at the morning session on Wednesday, Mar. 20, the association must appoint an editor-in-chief who would be in full charge of getting out *The Bulletin*. The rules further specified that the editor-in-chief would be responsible for selecting a staff to handle such areas as telegraph news, city editor duties, night city editor duties, editorial writing, agricultural news, society news, and the general editing of the paper. Much of the material to be used in *The Bulletin* would come from those

entering the various contests for which cash prizes were being offered by *The Jacksonville Times-Union and Citizen*.

The areas of competition for these contests were listed as follows:

"Best editorial on the subject of "Florida," limited to 800 words. A subleader editorial on the subject, "What Makes a Good Newspaper," limited to 500 words. Best paragraphs, to commence with a single line of seven words and consist of 20 paragraphs. Editorials on the news and current matters, to be furnished by the editorial writers. Best local news story of Miami; 1,000 words for the lead; no limit as to personals and news happenings of the day; this report is to consist of all the local incidents of the town for the day and evening.

"Best report of the meeting of the association: 1,000 words; to consist of description of individuals, proceedings, amusing incidents, and grotesque situations. Best descriptive article on Miami: 1,000 words; to consist of the best general description, history, growth, leading men, and public institutions. Best news report: 1,000 words; to consist of some imaginary incident and description of some great calamity, battle, convention (political or industrial), riot, storm on land or sea, fire, inauguration of a Democratic president in 1905, or any subject within the discretion of the party contesting.

"Best compilation of a Woman's World Department; two columns to consist of household suggestions, recipes, fashions, etc. Best society report: 800 words; description of a ball at Royal Palm. Best report of a police court proceeding: 800 words; consisting of a description of characters, appearing daily in a police court of a large city—pathetic pictures, depravity, hard core cases and crooks. Best short poem, subject to be elected by the contestant."

The main body of the press group arrived in Miami after an all-day run from Jacksonville on Mar. 19, via the Florida East Coast Railway. Editor B.B. Tatum of *The Miami Metropolis* and several Miami officials met the train in Palm Beach and supplied the editors and their guests with badges

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and gave them free carriage rides to and from their hotels and about the city. The majority of the 60 or more association members on the train went to the Royal Palm Hotel in Miami where the press headquarters had been established.

The convention was called to order by President J.W. White at 10 a.m. on Wednesday and one of the first actions was the organization of the staff of *The Florida Press Association Bulletin*. Frank B. Harris was chosen editor-in-chief; T.J. Appleyard was named managing editor; E.O. Painter, agricultural editor; Miss E. Nellie Beck and Miss Sara Harris, society editors; and E.W. Peabody and C.B. Smith, copy editors.

At the Wednesday night "literary" program the editors heard Tom McBeath's annual poem, "The Genie of the Well," said to be the "most profound of his yearly contributions." John M. Caldwell read a paper on "Newspapers: Past and Present," and Frank E. Harris addressed the convention on the topic, "Advice from an Old Editor to Young Editors." Two other papers, "Free Advertising," by Frank Walpole, and "The Society Column," by Miss Nellie Beck, closed the evening.

On Thursday morning the annual election of officers took place with the following slate being elected without opposition: President, B.B. Tatum, *Miami Metropolis*; Vice President, E.W. Peabody, *Jacksonville Times-Union and Citizen*; Secretary, T.J. Appleyard, *Key West Inter-Ocean*; and Treasurer, Philip Izaac, *Fort Myers News Press*.

An invitation was extended to the editors by the Florida Commissioner to attend the Pan-American Exposition any time between May and November. The editors agreed to accept the invitation and asked that the trip to Buffalo be arranged for September. During the afternoon, the editors of *The Florida Press Association Bulletin* went to work and the remainder of the group was driven to the tomato and vegetable farms northwest of town.

The ladies were entertained at a tea given by Mrs. B.B. Tatum, assisted by Mrs. William S. Jennings, wife of Florida's governor.

Thursday night, Governor and Mrs. Jennings were guests of honor at a reception at the Royal Palm and afterward the editors danced until midnight.

Friday was a day of mishaps. It began in the morning when the group assembled at the Royal Palm to take carriages to Coconut Grove, but unfortunately a Nassau tourist ship came in late and the tourists took all the carriages and kept them until it was too late for the editorial party to go to Coconut Grove. A substitute trip up the Miami River was hurriedly arranged and then at 2 p.m. association members boarded the P & O steamship, *Martinique*, commanded by Captain Dillon, for an excursion on the bay and a few miles out into the Atlantic. A writer for *The Miami Metropolis* described what happened:

"C.L. Bittinger,
editor of this paper
(The Star) was very
seriously injured
about 9:30 this
morning."

"The trip proved thoroughly delightful to all aboard until about a mile outside when some would suddenly pale, jump up and make a break for the cabin. Once inside they were lost to the sight of deriding friends and Pursur Ligeur won the everlasting regard of the victims by professing ignorance of their whereabouts.

"On the return the steamship was found stuck in the mud just opposite the Royal Palm. The *Martinique* soon helped her on her way amid cheers from those aboard both ships, but, soon after herself went hard aground and there she stayed, with a prospect of awaiting high tide. A few of the visitors had arranged to leave on the 8 o'clock train so they went ashore in launches that came out, but the crowd generally appeared to enjoy this unexpected prolongation of

their voyage."

This change in plans ended with the final business session of the Miami convention being held on the ship after the ship's officers served an 'abundance of fine coffee and tea and a light luncheon.' The 'literary' part of the program was deleted since the papers to be presented were at the Hotel Royal Palm. Most of the business of the evening consisted of hearing a report of the resolutions committee, which produced a lengthy resolution concerning the publication of *The Florida Press Association Bulletin*, as follows:

"Whereas, the publication of *The Annual Bulletin* of the association is a novel, instructive and entertaining feature of our meeting and the continuation of its publication at subsequent annual meetings will be of great benefit to us and to our state.

"Therefore, be it resolved: That we earnestly favor the publication of *The Annual Bulletin* and recommend that in the future the association offer its own prizes. That the president of the association appoint a publication committee whose duty it shall be to make the necessary arrangements for its publication and solicit advertisements therefore.

"That due notice be given to those who are to read papers at the annual meetings so that the various papers to be given to the proper committee for publication in *The Bulletin*, with the official report of the proceedings of the meetings.

"We feel that the initial number of *The Bulletin* owing to the circumstances under which it was published, was in every way a success.

"*The Bulletin* was published after a night session of the association and under many disadvantages.

"To those who volunteered their services in assisting Mr. Tatum in the mechanical department and making its publication in a single night, a success, we return our fraternal thanks.

"We desire also in this connection to return thanks to Mr. B.B. Tatum for his invaluable assistance in this venture and for the use of *The Metropolis* plant, also to Mr. E.T. Byington of *The News* for many courtesies extended by him.

"We feel that the success of *The*

Bulletin was largely due to *The Times-Union* and *Citizen* for the liberal prizes offered and for the publicity given *The Bulletin* by this great newspaper. We therefore return our most sincere and grateful thanks to *The Times-Union* and *Citizen*. "

The tone of this resolution suggests that *The Bulletin* was produced with great effort and it may have been presented to put at rest some fears that the undertaking was too much to handle. Also, the fact that the resolution called for advertising to support future issues of *The Bulletin* opened up an entirely new aspect of this project that may have been responsible for its eventual demise.

Judges for the writing contest were out-of-state editors, brought to the meeting as guests of the Florida Press Association. They were Frank P. Glass, general manager of *The Montgomery Advertiser*, Montgomery, Alabama; Robert Mitchell Floyd of *The Trades Press List*, Boston, Mass.; and C.W. Wilgus, of *The Ravenna, Ohio Republican*. Winners in the contest were:

Editorial Leader, "Florida," Frank Harris, *Ocala Banner*; Sub Leader, "What Makes a Good Newspaper," Thomas A. Davis, *Peninsula Breeze*, Sea Breeze; Editorial Paragraphs, Frank A. Mapole, *News*, Palmetto; Account of Convention, M. Arter, *St. Petersburg Times*; Description of Miami, M. Arter, *St. Petersburg Times*; News Report, Imaginary Happening, John M. Caldwell, *Lake City Index*; Midnight Locals, Philip Isaacs, *Fort Myers Press*; Society Reports, Ellis B. Wagner, *Titusville Star*; Police Court Report, F. Ion Robertson, *Brooksville Register*; Poem, Tom P. McBeath, *School Exponent*, Jacksonville; Write Up of Dade County Fair, J. M. Caldwell, *Lake City Index*.

The Miami Metropolis described the meeting as the largest in the history of the association. It reported that 42 new members were accepted at the Miami meeting, bringing the total membership to 117. More than 100 persons attended the Miami meeting, the paper reported.

At this meeting the association adopted one resolution not concerned with its own affairs, a resolution approving the work of the Women's

Christian Temperance Union, and the State Federation of Women's Clubs "in endeavoring to upbuild the moral forces of the State of Florida." The association said it endorsed the work of these two organizations in their efforts to obtain legislation "to amend our laws relating to the protection of girls."

The guest list at the convention contained the following names of association members and friends:

Col. C.C. Post, Seabreeze
Miss H. Burgman, Seabreeze
Thomas A. Davis and wife, Seabreeze
A.T. Cornwall and wife, Bradenton
F.E. Harris and two daughters, Ocala
C.Y. Miller and daughter, Dunnellon
C.L. Bittinger, wife and daughter, Ocala
W.S. Jennings, wife and son, Brooksville
Miss Grace Mann, Brooksville
H.H. McCreary and wife, Gainesville
O.J. Farmer and wife, Bronson
F.I. Robertson and daughter, Brooksville
E.O. Painter and wife, DeLand
H.W. Bishop, wife and child, Eustis
Fred Cubberly, Cedar Key
J.H. Humphries and wife, Bradenton
W.S. Turner, Cordeal
S.L. Lowry and wife, Tampa
Philip Isaacs and son, Fort Myers
S.R. Hudson and wife, Orlando
J.W. White, Jacksonville
L.W. Zim, Evaville
E.W. Peabody and daughter, Sanford
F.A. Walpole and wife, Palmetto
Tom F. McBeath and wife, Jacksonville
E.G. Mack, Wewahitchka
Don C. McMullen, Clearwater
T.M. Puleston and wife, Monticello
Miss Stella Puleston, Monticello
Mrs. J.E. Smith, Monticello
Miss Clara Lindsey, Monticello
Miss Ingram, Monticello
Miss Berta Carroll, Monticello
C.B. Smith, Jasper
W.B. Hare, St. Augustine
W.T. Wilson and wife, Apopka
J.C. Burwell and wife, Brooksville
A.S. Mann and wife, Brooksville

T.J. Appleyard, Key West
T.T. Stockton, Jacksonville
F.A. Mann, St. Augustine
J.C. Porter, Ocala
C.R. Oslin, Melbourne
A.G. Moore, Marianna
Miss Marie Mann, Daytona
Miss Nellie Mann, Daytona
E.B. Wager and wife, Titusville
F. Ion Robertson, Brooksville
W.H. Lawrence, Tallahassee
J.M. Caldwell and son, Lake City
M. Arter and wife, St. Petersburg
Guy L. Bonham, St. Augustine
E.V. Blackman and wife, Miami
E.T. Byington and wife, Miami
B.B. Tatum and wife, Miami
Miss E. Nellie Beck, Miami
C.W. Wilgus and wife, Ravenna, Ohio
F.P. Glass, Montgomery, Alabama
John M. Glassco, Charleston, Illinois
E.D. Oslin, Southern Pines, North Carolina
J.E. Richmond, Honesdale, Pennsylvania
Colonel Brewer, Salvation Army Journals



As a footnote to the Miami convention, *The Miami Metropolis* reported on Apr. 5, 1901, the following accident that involved C.L. Bittinger of *The Ocala Star* shortly after he returned from the convention:

"C.L. Bittinger, editor of this paper (*The Star*) was very seriously injured about 9:30 this morning. He was going to the southern part of the county on business and was in a hurry, so took passage on the morning freight on the Plant System. He was sitting in the caboose reading a paper, while waiting for the train to pull out, and was near the door, with his back partially toward the opening. The caboose was an old-fashioned one, with the doors on one side.

"The train crew was shifting cars, getting the train in readiness and cut the caboose loose from the train. The brakes were not put on and it ran down rapidly and struck some other cars with a severe jar.

"Mr. Bittinger paid no attention to the car's movements, as he supposed it was under control, and when the collision came he was thrown out of

Ink in the Sand

the door, and in falling caught on his right hand the weight of his body, breaking the wrist and shattering the bone very badly.

"His right ear was torn painfully and the cartilage cut entirely through, and his left ankle was painfully, though not seriously cut. In falling, Mr. Bittinger struck on the rail and would have been crushed by the wheels of the car but rolled himself out before the wheels caught his body.

"He was assisted home and Dr. Powers of the Plant System and Dr. Smith summoned. His injuries were dressed and the broken wrist set and put in splints quickly and most skillfully and he is now resting as well as could be expected, though suffering much pain."

That the Florida Press Association was not approved by every newspaper in Florida is indicated by an editorial note in *The Miami Metropolis* after the convention. The comment concerned the editor of *The Tampa Tribune* and read as follows:

"The editor of *The Tampa Tribune* can make himself the most agreeable of men, personally, but he certainly permits his editorial columns to frequently express the most contemptibly narrow and unworthy sentiments. For some reason, not publicly stated, he has for several years vented an ugly spirit toward the Florida Press Association that is unworthy of any respectable newspaper man.

"*The Tribune* is a fearless paper in an indefinite sort of way and has a happy faculty of occasionally striking a popular chord, but it is rather more reckless than courageous in its statements, which detracts materially from its innocence. But its defects seem constitutional, which is perhaps natural to a newspaper whose journalistic knowledge is confined solely to the life within the walls of its own business office and composing rooms."

Bethel Blanton Tatum, the newly elected president of the Florida Press Association, was one of the early lead-

ers in the development of south Florida, his primary contribution to Florida journalism being the establishment of the first daily newspaper in Dade County, *The Miami Daily Metropolis*. Tatum purchased the then weekly *Miami Metropolis* in 1899, and continued to publish the newspaper as a weekly until December of 1903, when daily publication began. He held the dual role of editor of *The Metropolis* and president of the Miami Printing Company until Apr. 10, 1923, when he sold the properties to former Ohio governor, James M. Cox. Within a few years, the name of the newspaper was changed to *The Miami Daily News*.

"The editor of *The Tampa Tribune* can make himself the most agreeable of men, personally, but he certainly permits his editorial columns to frequently express the most contemptibly narrow and unworthy sentiments."

The sale of *The Metropolis* marked the end of a 36-year career as a newspaperman for Tatum that began in 1887 when he bought *The Polk County (Fla.) Informant*. He operated that newspaper for only a few months, before selling it and establishing *The Advance Courier*, which circulated in the Bartow area. Late in 1888, Tatum reacquired *The Informant*, and consolidated the two newspapers under the name of *The Courier-Informant*. Less than a year later, he sold this property and headed north, where in late 1889 he became editor of *The Herald* at Rome, Georgia. That newspaper published both a daily and a weekly edition.

During the 1890s, Tatum sold the Rome newspapers and returned to Bartow, where he became involved in the real estate business. During that time, a stock company of local busi-

nessmen was formed to gain control of *The Courier-Informant*, Tatum's old newspaper. Following purchase of the paper, Tatum once more became editor, a position he held until the fall of 1899 when he purchased *The Metropolis*.

In addition to his newspaper business, Tatum was active in various other ventures throughout his career. While in Bartow, he served one term as mayor and was a member of the city council for several years. He also was a director of the Polk County National Bank. After his location in Miami, Tatum was an active booster of the plan to convert the Everglades into productive farm areas, and devoted much of his personal time to the program. He also was active in both state and national journalistic organizations. In addition to his year as president of the Florida Press Association, he served as a delegate to the National Editorial Association meeting in Buffalo, New York in 1901.

After he sold *The Miami Metropolis*, Tatum became associated with his brothers in various real estate corporations—the Tatum Brothers Company, Lawrence Estate Land Company, Miami Traction Company, Tatum's Ocean Park Company, Miami Land & Development Company, and Florida Title & Investment Company. One biographer wrote that at one time the Tatum Land Company controlled more than "200,000 acres of Everglades lands and was a pioneer developer of this area."

Tatum was born to the Rev. and Mrs. A.S. Tatum on Mar. 1, 1864, at Dawson County, Georgia, where the elder Tatum was serving as a Baptist minister. Tatum spent most of his early years at Adairsville, Georgia. At age 17, he set out on his own, heading south into Florida. His first stop was a brief one in Orlando, before moving to Kissimmee, where he became a sawmill hand. About 1884, he moved to Bartow, where he and his brother established their own sawmill. Tatum remained in this occupation for three years and then turned to the newspaper business.

In March 1889, he married Mary Forsythe, the daughter of Colonel Forsythe, a prominent attorney in Rome, Georgia. He later married Letah Marshall of Kansas City. ☩