

MEN WHO CAN TRAIN ANIMALS IN DEMAND, BUT "WINKIE" WEAVER GOVERNS ELEPHANT WITH A WINK



The subjugation and education of animals continues to be one profession that is not overcrowded, and there is plenty of room at the top for those that qualify, according to "Winkie" Weaver, animal overseer of the Gentry Bros. show, which exhibits in Asheville Aug. 15. Weaver has the distinction of being the only known trainer that can govern a group of elephants by the wink of an eye, hence his nick-name.

In speaking of his peculiar business, Weaver claims a successful trainer must possess the following four qualifications at the start: first, at least as much intelligence as the animal he seeks to educate; plenty of patience, kindness, perseverance, endowed with these characteristics, any average person can succeed in training any animal from a yellow dog to a hippopotamus.

LORD NORTHCLIFFE TELLS OF HOW LONDON DAILY MAIL GREW TO BE JOURNALISTS SUCCESS

(By Lord Northcliffe.) As the sale of the Daily Mail spread in the provinces the provincial daily newspapers began to attack it. It was great sport for us, and we enjoyed it thoroughly. The provincial attacks revealed fear, and the fear betokened weakness. In response to demands from the provinces we acquired such a quantity of machinery as enabled us to produce a paper much more rapidly than any other journal was produced at that time; then we engaged special trains and landed editions right and left all over the country amid a positive hurricane of newspaper abuse.

In 1903 these developments culminated in the entirely novel project of producing the journal in replica each night two hundred miles away in Manchester and engaging a fresh set of special trains to take the paper farther northward. Newspaper warfare is very like trench warfare. Each party sees very little of the other. Both believe in gigantic enemy losses! I remember saying to Mr. Kennedy Jones, at the time when the sale of The Daily Mail had reached six hundred thousand daily, "When will these people wake up to their position?" "In about five years," he replied.

We were saved from competition for a long time by the kind of wits who assume an air of solemnity and write for provincial journals pompous paragraphs usually headed "London Letter." These wisacres warded off competition from us for five years by paragraphs stating that "despite the numerical success of the Daily Mail the financial losses are believed to be tremendous." Others suggested darkly that behind the enterprise stood the Chartered Company of South Africa. Others again, that the whole fortune extracted from the paper was being poured into the abyss of losses on the new daily.

One of the sources of the journal's success was its free use of cables and private wires. Turn back to any morning newspaper of that time, with the exception of The Times and the Daily Telegraph. What does one find? A immense police court report, occupying on some occasions a whole page and proceeding court by court, from Canada and the United States by hand, except by Reuters' Agency; from Paris a great deal, because it was cheap, the system generally being to send early copies of Paris morning papers by the first train and supplement them by a telegram at night, dishing the whole thing up in the form of a Paris letter; from Germany as a rule, extremely little, and from India hardly anything.

Parliament was very fully reported, space being given to Tombs, Dicks, and Harry when they demanded for Reuters' Agency; from Paris a great deal, because it was cheap, the system generally being to send early copies of Paris morning papers by the first train and supplement them by a telegram at night, dishing the whole thing up in the form of a Paris letter; from Germany as a rule, extremely little, and from India hardly anything.

In many cases payment for these articles was humble indeed. One partitioned a guinea for a long article and one guinea for a short one, probably more than the articles were worth, but certainly not enough to attract the talent so highly rewarded at the bar, in the other professions, and in commerce. Those first Daily Mail days were strenuous enough. In my own case I did not leave the office for the first two days and nights, and then went home and slept for twenty-four hours, and should probably have slept longer had not my household got alarmed at this mysterious somnolence and had me awakened. But they were joyous days too; days when splendid brains were being offered to us from all over the Empire, many, alas! gone, fallen in the war, some now past the age of warriorship.

It would be impossible in this history of The Daily Mail to give a list of those who helped me in establishing this newspaper. Editorially, almost from the beginning, the daily responsibility—and the responsibility of issuing so many editions of The Daily Mail has indeed been a great one—has been in the hands of Mr. Thomas Marlowe. Widely read, widely travelled, Mr. Marlowe, who has been in the editorial chair longer than any other London morning newspaper editor, has that mixture of English and Irish in him that gives both force and vivacity. Just one anecdote. During the Boer war, early in the morning, when a large number of papers had been printed, came an announcement that the Boer army had an alleged great success of the British in South Africa, which had been issued to all newspapers by a news agency, was every London editor was faced with the same difficulty as that which confronted Mr. Marlowe. The papers containing the false intelligence had been printed. Mr. Marlowe was the only editor who did what he did. He at once telephoned

to the printing rooms that no copy whatever of The Daily Mail with that false telegram in it was to leave the office. He immediately began a new paper with a prominent contradiction of the false news that he guessed would be in every other journal. The papers destroyed were worth a considerable sum in money and the delay in the publication of the newspaper was irritating to news agencies throughout the whole country. But as a result, public confidence in news in The Daily Mail was intensified and letters of appreciation poured in from all parts of the country.

Of course contributors to The Daily Mail those who are with us need no recalling, for their names and work are before you every day. There is one early star in our firmament, George Stevens, known as G. W. Stevens and George Warrington Stevens beyond any question one of the most capable writers newspaper since newspapers began. It is not true that The Daily Mail discovered George Stevens. George Stevens discovered himself, and if the discovery is to be ascribed to anyone else it is to Mr. Henry Cuse, who was for some time editor of a particularly brilliant and outstanding Pall Mall Gazette.

George, who became an intimate and affectionate friend of mine, came to me bringing with him some articles on Turkey. Our little staff was then practically complete, and I said to him, as I always do to those who wish to work with me, "Tell me about yourself and what you can do." George was twenty-six years of age, had been educated at the City of London School, and proceeded to Balliol as a scholar. He obtained a first in Mods, and Greats and a fellowship at Pembroke.

"Think I can do anything from typing parcels downward," he said in his queer, shy, cynical way. "Shall we say leading articles, then?" I remarked, George knew a great deal about the navy, and preceded Mr. H. W. Wilson, author of "Ironclads in Action," our present naval expert, as our naval writer.

His leading articles and notes were frankly bad. After two or three days he came to see me and said, "What do you think of them?" "Feeble," I replied. "I agree," he said. "Let me try something else." That something was a report of a horse show at, I think, Richmond.

It is difficult to imagine that genius could be shown in a report of a horse show, but genius was shown in that report, and I at once saw that here was a man of extraordinary power of observation with an entirely new way of recording what he had seen. After a little time in which he displayed all sorts of descriptive ability we sent him to the United States to write of Bryan's campaign for the presidency, and I still think that George Stevens' "Land of the Dem-lar" is the best descriptive book on the Americans, written though it was nearly twenty years.

The most difficult development in the history of The Daily Mail was the establishment of the Continental edition, which is produced in Paris every day. For many years, indeed since the allied occupation in 1914, the English abroad had had a daily newspaper, known as Galignani's Messenger. Galignani's in the 'eighties, for some reason that I cannot fathom, began to fall on evil days. It began to print Galignani's news from London, and more and more written correspondence, so that it did not contain very much later news than that which was to be found in the London papers, which at that time arrived in Paris between six and seven in the evening.

It was obvious that an opportunity offered itself to extend the influence of The Daily Mail, and so eventually, after the same sort of preparation that had taken place at the inception of the London Daily Mail and the Manchester Daily Mail, and the northern issue of The Daily Mail we produced the edition which is printed each night in the Rue du Sentier in Paris. It had the effect, of course, of at once obliterating the sales of English newspapers from London, for from Paris it radiates all over Europe.

ENGINEERS RETURN FROM MOUNTAIN TRIP

Major Warren E. Hall and Lieut. Thordyke Sayville Collect Valuable Data Concerning Waterpower.

Warren E. Hall, district engineer U. S. Geological Survey, and Lieut. Thordyke Sayville, of the N. C. Geological and Economic Survey, are just back from an extended trip through the mountains west and north of Blowing Rock. They traveled in an automobile by way of Hickory, Lenoir, Blowing Rock, Boone, Valley Cross, Zionville, Wartville, Jefferson, Weaver Ford, Obid, North Wilkesboro, Lenoir again and back to Asheville. The trip was made to investigate water power on Wilson's Creek, Upper Watauga river, North Fork New river, South Fork New river and upper Yadkin river. Many splendid waterpower sites were visited and much valuable information concerning the power was collected. These data will be published in water power bulletins by the state survey.

"The trip was a wonderful one and we saw country worth going hundreds of miles to see," said Major Hall. "But the roads are something which must be done over to understand. The last 15 miles in Wilkes county is fine. Watauga and Ashe counties

RED AND BLACK RUST DAMAGED OVER THIRD OF WHEAT CROP HERE

County Farm Agent Explains Proper Method of Wheat Planting for This Section.

That 35 per cent of the wheat crop of Runcombe county was destroyed by red or black rust is the last estimate of C. C. Proffit, county farm demonstration agent, and of James Gray, district farm agent.

The rust attacked the crop in many sections of the county just before maturing, but many farmers reported that their wheat was affected some time ago. When the rust attacks early in the season, it is manifested in the black form. Later, when the wheat is maturing, the rust affection is red. This depends to some extent on the weather conditions. The rust is more prevalent in those two counties. When a real highway is opened up from the county, people are bound to flock to that part of the mountains of North Carolina.

discussing the wheat situation in this country, Mr. Proffit made the following statement: "The wheat yield in Western North Carolina is very little more than that of 40 years ago. The corn yield during this period has been more than doubled. In view of this condition, it is time that we were giving more attention to the growing of wheat. "It has been a general farm practice in this section to sow wheat on corn land. The corn is not harvested until about the first of October. A heavy and very poor seed bed is prepared and seed is sown without taking the time and trouble to treat them for smut. The farmer who sows wheat late on a poor seed bed will always harvest a poor yield. "The proper way to grow wheat is to pick good, fertile soil that is in clover, peas or beans, break deep not later than August 20 and harrow frequently until October 10. This will give a firm seed bed which has had opportunity to catch enough water to carry the crop over a dry spell. The best seed obtainable should be sown after treatment with formalin to destroy the smut spores. Sowing should always be done with a drill and a plentiful distribution of acid phosphate. "The average yield of wheat in this section is so low per acre that it does not pay yet a few growers who follow these rules are making fine yields and handsome profits."

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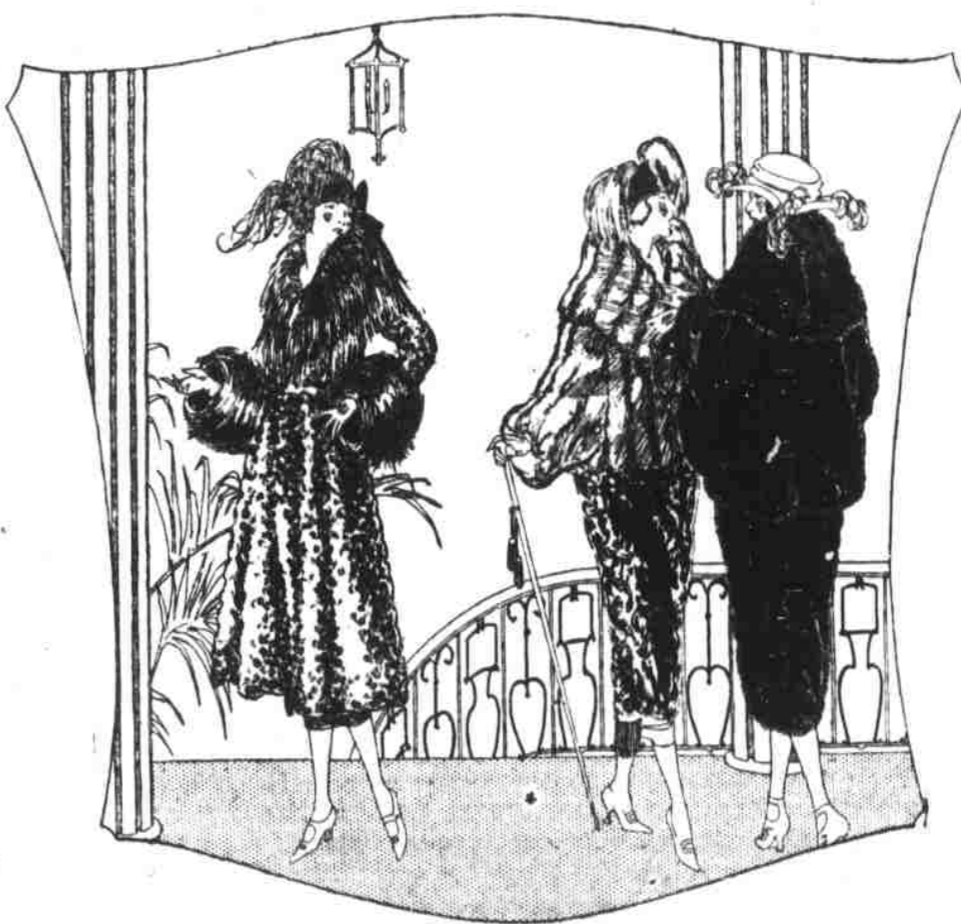
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