

THE MAKING OF THE MODERN GUIDEBOOK.

WHEN the typical good American dies and goes to Paris, it may be assumed that it is to seek familiar haunts endeared to him in the flesh, and that he needs no guide to point the way. But on his first actual voyages of exploration to his as yet unknown Mecca, even before he secures the indispensable letter of credit and steamer ticket, he will almost certainly provide himself with the compact little volume which is to direct him in the choice of his route, his abiding places, his amusements, and his pursuits. This faithful companion of his wanderings he may, if he chooses, purchase anywhere, not under the name of a 'guide-book,' but as a 'Baedeker'; for among American tourists in Europe the terms have long since ceased to be differentiated. Such transfers of name from the person to the thing usually indicate that the object so named is the first of its kind or that it is widely and popularly known. In the first case the application of the name is apt to become obsolete; in the second, it may represent totally different objects to the minds of different persons. A "derringer" is not a generally familiar thing under that name to the present generation of Americans; and another well-known name means to a sportsman or military man a certain popular rifle, while to a stenographer it represents only a particular typewriter. But the American public knows but one meaning for "a Pullman" or "a Baedeker";—the transfer of meaning is complete.

Baedeker's guides have attained this highest form of recognition not because they were prototypes of their class, but because they embody in the highest degree the essential qualities called for in works of this character—reliability, accuracy, comprehensiveness, modernness, conciseness, and the absence of the purely personal element.

THE PRECURSORS OF BAEDEKER.

The line of Baedeker's precursors may be carried back, if one wishes, to the

picturesque descriptions of the credulous Herodotus and the more reliable first-hand accounts of Pausanias, whose guide to Athens, after the lapse of centuries, is still consulted by the elect few. The pilgrimages to the Holy Land produced many descriptions of the journey, some of which contained instructions for future travellers. With the invention of printing, and particularly with the growth of extended travel in the sixteenth century, the number of these works was greatly increased. These books, however, were traveller's guides only in a limited sense. Their titles—*Itinerarium*, *Viatorium*, and the like—were generally misleading, as the works were often simply accounts of journeys, geographical treatises, or archaeological monographs.

The beginnings of the modern guide-book as such, date from the early years of the nineteenth century, and are to be found in some small English works issued for the benefit of Alpine climbers. The earliest types of systematic guide-books were those of Murray, still largely in vogue among the English. The first Baedeker resulted from an arrangement made about 1825 between Murray and Karl Baedeker, the then head of the famous German publishing house, by which the latter undertook to adapt for German use a guide to the Rhine issued by Murray. The success of this first venture encouraged Mr. Baedeker to embark independently in the work with which his name has since been chiefly identified. In 1839 he published the second volume, *Belgium and Holland*, which was followed in 1842 by *Germany and Vienna*, in 1844 by *Switzerland*, and in 1859 by *Paris*.

Mr. Baedeker's plan, though suggested by Murray's, was soon differentiated from its model by features which still remain its salient characteristics. Chief among these was the device of issuing editions of the guidebooks in English and French as well as German, the first English edition appearing in 1861. The editor set up a high standard of accuracy and impartiality, rigidly excluded all ad-

vertisements, and by means of the famous asterisks established a kind of roll of honour for hotels, tradesmen, etc., invaluable to the traveller for its authority and reliability. As the system grew, the treatment of special departments—art, archæology, history, sports—was placed in the hands of responsible and recognised experts, and in all ways an effort was made to reach absolute reliability, the reputation for which has become an inheritance and a matter of personal pride with the publishers, who spare neither pains nor expense to justify it down to the smallest details.

THE SYSTEM.

The making of the guidebook is of necessity a growth. No plan could have been deliberately adopted which could have produced in the first instance such completeness and minuteness of information as modern travel requires. Still less could a single individual become personally familiar with so great a mass of details. From the nature of the field, the guidebook must be, and is, the product of long experience and the observations of many persons, and must, for the same reasons, always be in making and never made.

The system developed by the Baedekers in their long experience is simple but effective. It involves, first, strict adherence to the standard set up by the founder of the series; the greatest possible amount of personal investigation by the head of the firm, and his lieutenants; and a close watch on the numberless channels through which the great body of information in regard to details must be received. The latter labour is greatly lightened by the voluntary contributions of travellers, particularly among the Germans, who take an almost national pride in the standing of their fellow countryman's undertaking. The management is centred in the firm's publishing house in Leipzig, where all the mechanical operations of typesetting, engraving, and printing are carried on. This assures a homogeneous character and similarity in appearance for all the editions, whether German, French, or English. The guides are published originally in German, except those relating to France, Great Britain, and the United States.

For the preparation of these and for the English and French translations, or rather adaptations, of those written in German, an English and a French editor are respectively responsible. A large portion of the time of these gentlemen, as well as of Herr Baedeker himself, is spent in personal visits to important places. The early Baedekers were almost entirely the outcome of the editor's own observation; but, while his successors follow his example as far as possible, much of the actual travel is performed by agents trained in the system. The material contributed by these agents, with that derived from all other sources, then passes through the hands of the chief editor, and is tested and cast in the proper form. The preparation of a new guide and the revision of an old one proceed on practically the same lines. The new book, however, naturally demands more personal investigation by the responsible editor, both in arranging the plan and scope and in actual travel. Thus in preparing the United States and Canada the English editor himself covered over thirty-five thousand miles by conveyances of every description, selecting as his field the most important places and those calling for the greatest experience.

A good idea of the care bestowed on the preparation of a new book may be gained from the following, condensed from Herr Fritz Baedeker's account of the preparation of the guide for Spain. "The first manuscript, prepared by the well-known traveller, Ludwig Passarge, was revised by myself, and set up. With this printed manuscript an old colleague, Dr. Propping, travelled through Spain, making corrections based on his experiences, at the same time testing and revising the proof of Professor Justi's article on Spanish art. The article on Madrid was twice rewritten during the year by Mr. Dressel, German Secretary of Legation in Madrid. The description of the Prado picture gallery by the well-known art critic Dr. W. Bode was several times worked over because of the frequent rearrangement of the collection. After this the corrected proofsheets were submitted to a number of German residents of Spain and Portugal. As the treatment still seemed to me too broad, I once more worked

through the whole and made considerable reductions. For the second edition I secured the services of Professor Hübner in Berlin, who had criticised the archæological portions as insufficient. Dr. Dressel travelled through Asturia, Galicia, and other portions; Barcelona, Seville, Lisbon, etc., were revised by resident Germans; Majorca was visited by Dr. Arndt, who also corrected the treatment of antique sculptures at Madrid and elsewhere; and a number of art critics made contributions and revised the art statements for a number of the smaller cities which Dr. Propping had not been able to visit. I then re-edited the whole book once more with the utmost care."

OMISSIONS AND INACCURACIES.

With care so minute it would seem that few errors could find a place in these guides. As a matter of fact, the few that do creep in are almost altogether those due to changing conditions, which even with Baedeker's means of information can not always be detected at once. Thus hotels may for a time continue to be mentioned or starred though they may have disappeared or failed to sustain their reputation. Mistakes of this class, however, are sure soon to be discovered and rectified through the communications of travellers, whose voluntary letters to the editors form an invaluable, though not always reliable, aid to the publisher. In using the material thus supplied the editorial instinct has its severest test. The editor must be able to judge from the writer's letter whether the latter's complaint or description rests on a legitimate basis or represents simply a fancied slight, an unreasonable demand or an attempt to influence his judgment improperly. Where the latter elements are in evidence no change is made in the guide. If, however, several correspondents agree in their recommendations or complaints, an agent is sent to investigate, and his report is final.

Other apparent lapses may from time to time appear in matters of archæology, when new discoveries follow one another in rapid succession, as of late in the Roman Forum. Such occurrences, however, are not faults unless neglected,

and the effort to keep abreast of present conditions forms the reason for the comparatively small editions and the laudably frequent reissues of Baedeker. The work of revision never ceases, and forms the larger part of the editor's duties. To facilitate it, all possible sources are laid under contribution. In addition to material gained from individuals, the daily press, railroad literature, advertisements, reports, and documents of many descriptions are consulted, the required information is extracted, and the results are carefully preserved in the proper pigeon-hole or transferred at once as corrections to the pages of the guidebook. As this method necessitates constant changes in matter, all Baedekers are printed from type, which is always kept standing, and the successive editions rarely exceed 5,000 copies.

STARRING EXCELLENCE.

Much facetiousness has been expended on the Baedeker device of indicating excellence by asterisks, yet no feature of the books has had more to do with their high reputation. The star before the title of a painting or a statue may sometimes only press the button which turns on the philistine's stream of perfunctory admiration; yet even then it is leading him unconsciously to recognise the standard accepted by the educated, and has thus a more far-reaching effect than the end it momentarily serves. Allowing for legitimate variations of opinion, the system as applied to art objects represents an accepted, permanent norm. As applied to tradesmen, hotels, and other matters which touch the physical comfort or enjoyment of the individual, it is less stable and calls for unremitting supervision and the strictest impartiality. The best evidence that these qualities are always present are the entire reliance of the travelling public on Baedeker's representations and the importance which the persons and establishments affected place upon them. Hotel keepers and others have long since learned that no inducement can be offered strong enough to influence Baedeker's favourable verdict except the one influence of merit; and, if any have not learned it, the lesson is quickly taught. The first step toward this end was the exclusion of all ad-

vertisements. In the early days many inducements were offered the editor to give high ratings. Special attentions were given and presents sent, the latter invariably returned, and the former fruitless. Whenever possible the editors still travel incognito, and in any case always pay the cost of entertainment, declining the not infrequent proffer of free accommodation. The recognition that Baedeker's star is unpurchasable has benefited the traveller and the general public not only by making it possible to select a hotel with definite knowledge of its situation, rates, and character, but especially by forcing the proprietors to reach or maintain a definite standard of excellence.

THE CASE OF THE AGGRIEVED ORIENTAL.

The rigid adherence to independence of judgment sometimes leads to amusing, sometimes to unpleasant, results for the publisher, but always to the benefit of the tourist. The chief obstacle to carrying out an absolutely honest and frank system of rating is found in the libel laws, occasionally invoked by the dissatisfied. The traveller has doubtless noticed that Baedeker commends, mentions without comment, or ignores, but rarely condemns. In so far as the guide fails to mention, the ratings are incomplete; yet it is scarcely an omission to ignore an establishment so bad that if mentioned it must be condemned. The publishers have at times suffered the consequences of what has been considered too great frankness. One of the guides was refused admission to France until the unfavourable rating of a French proprietor was altered, and other similar instances have occurred. In such cases the most effective course is found in the suppression of all mention. An amusing example is found in the sad experience of an oversharpe Oriental who, to his own cost, was successful in a libel suit brought against the publishers. One of the editions of Baedeker's Palestine and Syria, in referring to Howard's Hotel at Joppa, stated that it was kept by "one Awwad, an Arab," and, after giving the rates, added a note "Bargaining advisable." On the basis of this notice, the proprietor sued Herr Baedeker, alleging that he was not an Arab, but an English

subject born in Malta; that describing him as an Arab was an implication that he was untrustworthy and tricky; and that this implication was aggravated by the added note. The case came to trial in England and was strenuously defended as a matter vitally affecting the independence of the guidebook's characterisations. The appearance in court of the swarthy plaintiff effectually endorsed the publisher's ethnographic accuracy; but through the efforts of his counsel the jury was made to feel that the hint to travellers to have a definite understanding with the proprietor constituted a reflection on Awwad's character, and gave him £50 damages and costs. The amount was duly paid, the obnoxious description, together with all mention of Howard's hotels at Jerusalem as well as at Joppa disappeared from the pages of Baedeker, and the Oriental publican and his Oriental advocate enjoyed a brief triumph. In due time, however, came the sequel. The publisher received a fervid letter from a much-chastened Awwad, entreating him to restore the mention of the hotel, with any qualifications he might see fit to annex, and proffering the return of the damages and costs. But thereafter Howard's Hotel received its patronage through other sources than Baedeker, with the final result to Awwad (whether *post hoc* or *propter hoc*) of bankruptcy and disappearance from the hotel world. It was a fair test, and showed conclusively not only that tourists do govern themselves by the statements of a reputable guidebook, but also that even bare mention in its pages is a valuable advertisement for inn keepers—a fact which the latter thoroughly appreciate.

KEEPING THE GUIDES UP TO DATE.

Hotels known only by name receive this simple mention; those known only by a number of favourable reports receive the note "well spoken of," "well recommended," while the star is given only after personal investigation by the editor or a trusted correspondent, and may be withdrawn whenever the management falls below the standard. This complete impartiality could hardly be attained by any other method than that pursued by the Baedekers. Entirely independent of income derived from adver-

tisements, untrammelled by favours received, the publisher is free to aim at one result only—excellence. With commensurate returns for a relatively large cost of production, he can afford to issue small and frequent editions; while with great family pride in the family inheritance he can not afford to permit the guides to become antiquated or to depart in any particular from their standard. These elements make the Baedekers important factors in educating and elevating the artistic taste as well as in facilitating actual travelling. The contributions of great specialists in various departments, the constant scrutiny and revision by competent observers, the excellent maps and clear plans, which have contributed not a little to the Baedeker reputation, make a collection of these guides a complete survey in outline of the world's history, art, archæology, geography, and topography.

Not the least valuable feature of these works is their international character. The same independence that puts aside personal inducements rejects also any distinctive national point of view, thus fitting the guides equally well for French or English or German users. It has been said that "Baedeker has no soul," and in a sense this is a high compliment; for it is the province of a guidebook to point out, not to philosophise. It is a distinct credit to the Baedekers that they contain none of the rhapsodies, patriotic or artistic, which in British guidebooks so frequently offend a non-British reader.

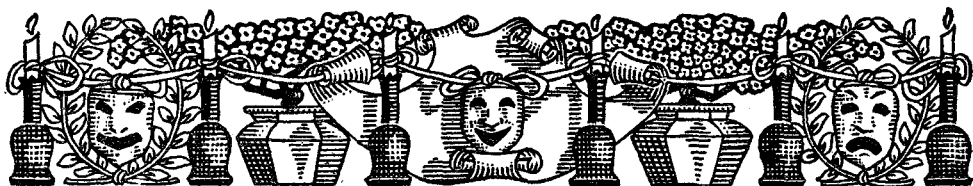
It is not possible to decide in what proportion the sales of the English editions are divided between the English and Americans, since the latter often purchase the guides after reaching Europe. Enough is known, however, to justify the statement that the practical character of Baedeker's books is placing them increasingly in competition with

the English works. From the impossibility of separating the English sales, it is likewise difficult to determine whether English or Americans are the greater travellers; but the general sales indicate that the English-speaking nations take first place in this particular, and the French last; while the German, always a traveller within his own country, has of late become a full-fledged globe-trotter. The largest sales are reached by the guides for Switzerland, Germany, Paris, London and Italy. As the Germans are born archæologists, it is natural to find that the handbook for Italy has its greatest sale among them. The smallest sales are those of the French editions.

How far the modern guidebook is the cause as well as the measure of foreign travel is a question difficult of solution. Increasing wealth, leisure, and education are naturally the chief factors, but the guidebook also has its share in the result by making travel easier, particularly in less familiar regions, and by bringing new fields to the traveller's knowledge.

The guidebook was at first only a venture, then an incident, and always largely a labour of love with its publishers. Now, for the first time since the founding of the house in 1827, a Baedeker, the son of the present head of the firm, is being trained with the sole purpose of equipping himself as a maker of guidebooks exclusively. By the mastery of other languages and of details of the business by training in archæology and art under Professor Helbig of Rome and by wide travel he is fitting himself to take up the work so worthily sustained by his predecessors. With this training and with the momentum of almost a century behind the work, he will be looked to by the next generation of tourists for a corresponding development of the famous red volumes which, though "Made in Germany," belong to the travellers of all the civilised world.

Robert Arrowsmith.



HERE AND THERE.

The battle that was fought upon the banks of the Yalu on May-day rent apart at a single stroke the veil which had long hidden

The War.

the military situation in the Far East from the eyes of the outer world. Certain definite facts became instantly apparent. In the first place, Russia's attitude in the final negotiations with Japan received an explanation. The Czar's government had put its trust in a gigantic and unsuccessful bluff. With probably fewer than 100,000 troops available for immediate service in the field, with a defective equipment of artillery, with no commander of proved ability upon the scene of action, and with a most imperfect commissariat, the Russian Viceroy spoke and acted as though all the forces of his master's Empire were massed in Manchuria and Corea. In haughty and self-confident harangues, he spoke of the "impregnable fortress" of Port Arthur, of the completeness of his preparations, and of the valour of his troops. He let it be supposed that, alike in men and munitions of war, he was ready for a vigorous and successful campaign. The Czar himself was misled by his immediate advisers, and in the cafés and clubs of St. Petersburg there reigned a spirit of supremely careless confidence.

The only persons who were not impressed by the boasting of the Viceroy and the imperious tone of Russian diplomats, were the generals and statesmen at Tokio. These, by means of a system of espionage that has perhaps never been equalled for efficiency, knew almost to a man the number and position of every Russian regiment in the East. Japanese spies had accurately noted all the weaknesses of the Russian armament, the difficulty of transportation, the inferior quality of the Asiatic troops, and the lack of ability in the Russian staff. Japanese officers of high rank had studied carefully the ground on which military operations were to be carried on; and, like the Germans in France, they knew the country better than did the actual possessors of it. And so, when Russian diplomacy

used the language of menace, and when the Russian negotiators with an insolence that was ill-concealed, delayed and let negotiations drag in leisurely *insouciance*, the subtle Orientals gave no sign, but hurried on the last details of their minutely elaborated plans, because they knew that their enemy was delivered into their hands. When the hour came for them to strike, the blow was like a bolt of lightning. On sea and on land alike, there moved forward in one great irresistible rush, the forces that had been gathering strength for eight long years against the need of this great crisis in their history. Not even then, nor all at once, did the Western nations fully realize the import of Japan's success. It was not until the swarthy troops of General Kuroki had smashed a Russian army in the field, and after blasting it with artillery, had swept its battalions out of their entrenchments at the point of the bayonet,—it was not until then that Europe and America perceived the deep significance of what had happened.

The opening of the war finds striking parallels in the Franco-German contest of 1870 and the Austro-Prussian struggle of 1866. Russian unpreparedness duplicates in every detail the unpreparedness of France at the time when General Leboeuf—an earlier Alexieff—told Napoleon III. that all was ready down to the last button on his soldiers' gaiters. There is the same melancholy story of vast supplies paid for but never delivered; of barrels of beef that when opened were found to be filled with bricks and cobblestones; of cartridges that are filled with sand instead of powder; of great stores of coal that will not burn; of shells that will not explode; of parks of artillery that never had any existence except in lying reports presented to the bemused and trustful Czar. Again, like the French of 1870, the Russians for some reason or other have been unable to mass large bodies of troops at important strategic points. Something has broken down; and so it was that in the battle on the Yalu, after weeks of preparation, only some 10,000 Russians were drawn up to