

The American Newspaper

A Study of Journalism in Its Relation to the Public

By WILL IRWIN

IX.—The Advertising Influence

In this article begins a discussion of the influences which hamper free journalism in the United States. It describes the system of publication through which the advertiser, not the reader, pays for the newspaper. By the example of Boston, a city of fairly high journalistic ideals, it proves that the constant demands of these advertisers for special favors may weaken the use and influence of the press. The next article will discuss the advertiser's side of the question

FROM these last ten years of so-called muck-raking we have evolved a phrase—"the system." Like most new phrases, it has behind it meaning and history. In the complex organization of modern society grow large and rooted injustices, often the fault of no one man, at worst the fault of only a few. The agents of these systems may be above the ordinary in private virtue. They are but operatives, each tending, oiling, and repairing one little wheel in a great machine. Or, if they work directly and personally for evil, as does the ward boss in a political system, they may do it without any searing of the inner soul. They found the system at their birth into affairs; they absorbed it with their business education; they have never seen it through virginal eyes. The modern specialization of industry beats souls into tortured forms, as it does minds and bodies.

The main handicap on American journalism in its search for truth, in its presentation of that truth to its times, is precisely such a system. And, curiously, this one—unlike the Wall Street system, the Standard Oil system, or the system of ward politics—did not owe its inception to moral turpitude on the part of its founders. No Rockefeller or Gould, Quay or Croker, built it up; on the contrary, it grew from the editorial and business policy not only of the ruthless Bennett and Hearst, but of the conscientious Greeley and Medill. It arose with the growth of the times; but it is no less a perplexity and a danger.

The Advertiser Pays

THE "system" in the American newspaper proceeds from the fact that the subscriber, who buys the newspaper that it may teach him about his times and fight his battles against privilege, is not paying for that newspaper. The advertisers are paying—about one per cent of the population, and often the very one per cent united, in the present condition of American society, with the powers most dangerous to the common weal.

That, however, is not quite the taproot of the trouble. The American newspaper has become a great commercial enterprise. A million dollars—yard-stick of big business—seems like a pauper's purse beside the fictitious or actual value of many metropolitan journals. The possibilities of profit and loss vary between the Chicago "News" net earnings of \$800,000 per annum and the \$400,000 dropped in one year to establish a new kind of journalism in Boston. Men and companies controlling such funds look at business in the business way. It has followed inevitably that the controlling head of most newspapers, the so-called publisher, is not an editor with the professional point of view, but a business man. When the American Newspaper Publishers' Association meets in national convention, it does not discuss methods of news-gathering nor editorial problems. The addresses treat of the price of white paper, of new machinery, of organization for extending circulation, of the advertising rate. The old "sixpenny" newspaper, which flourished

before the time of Bennett, took advertisements, though it did not really need them. Its editorial running expenses were low; it could make profits on its sales alone. From the moment when the New York "Sun" and "Herald"—now, it happens, two and three cent papers—entered the field at a price of one cent, advertising became a vital necessity. Hudson, the old newspaper historian, stops for a moment his consideration of evaporated issues to record that Bennett systematized advertising, put it on a cash basis, and established a regular corps of solicitors. He had to do it in order to live. So did the old editors of high purpose who followed him. For after Dart and Bennett cheapened the price on the street, the

all the Chicago newspapers have dropped to one cent. True, a few publications with special clienteles hold out to this day for a higher price. The New York "Herald," for example, circulates mainly among the wealthy, easy-spending class of the lavish metropolis; so is it able to charge three cents. Yet many experts believe that greater circulation and advertising receipts, and in the end greater profits, would follow a lower sales rate. Reduction from two cents to one was the beginning of its present prosperity for the New York "Times." The New York "Evening Post" and the Boston "Transcript," three-cent newspapers, have their confessedly limited circulation among readers who do not weigh pennies.

The Springfield "Republican" has been able to keep the three-cent rate because of its excellence and its place in the affection of western Massachusetts. Nevertheless, its one-cent rival across the street makes claim to nearly double its circulation.

A Change of Base

THE newspaper whose subscribers paid for it died with the birth of the news. In the period between 1830 and 1880, if the advertiser's money did not do the paying a baser influence did. For we have lost along the way one excrescence of journalism. Time was when many newspapers "took their graft" from politics, and accepted regular subsidies from candidates or central committees. Generally, though not wholly, that passed. The business became systematized. The advertiser paid. Following the law of commerce, the newspapers organized their salesmen of advertising, and sent them forth to cajole business away from their rivals. The department store arrived with its enormous contracts—sometimes \$50,000 a year to one publication—and its news-advertising, liked by housewives and therefore a builder of circulation. He who got most advertising was the most successful business manager. The rush for this kind of revenue became a craze. Many merely commercial publishers seemed to forget circulation, the product which they were selling to advertisers, in the rush for customers, as though a weaver should neglect his factory and his wool-supply and look only to his sales-agency. In the eighties all were issuing such proclamations as this: "Circulation 73,000, 20 per cent above that of our nearest morning rival." By the early years of this century newspapers were bawling: "We published 554,000 inches of advertising in this period against 448,000 by our nearest rival."

Slowly at first, then with increasing momentum, advertisers learned their power. Indeed, in certain quarters, the advertising solicitors helped to teach them. For the less conscientious and solidly-run newspapers began offering comforts and immunities as a bonus to attract customers. Advertisers got into the way of asking for these special privileges; often, in communities where the newspapers were timid and mushy, for every privilege, even to dictating policies. The extent of their demands varied with the local custom of their communities.



The Presence in the Sanctum

six-cent metropolitan newspaper departed this life. Only New Orleans and the Pacific Coast held to a price even as high as five cents—New Orleans because it proceeds in everything by ways of its own, the Pacific Coast because it would not recognize a coin smaller than a nickel. The Cincinnati "Enquirer" is the one subexception to this rule. One or two cents became the law; and the drift was toward the smaller price. Within six months

But finally, in cities like Philadelphia and Boston, an impossible state of affairs confronted even that publisher who cared more to be an editor than a money-maker. The system had grown so set that he must make concession or fail. For if he did not, his rival would get "the business." And without "the business" he could not pay the high editorial salaries, the press bureau fees, the telegraph tolls, the heavy wages to mechanics, which first-class journalism demands. So must he cheapen product, lose circulation, and fade away.

Hardly can one blame the advertiser. His is the business view. Modern business demands mutual favors. With whom do department stores spend more of their earnings than with the publishers? Have they not, as business men, a right to ask not only slight favors but also policies favorable to their interests? And indeed we can not blame the publisher, if we concede that he is merely manufacturing a commodity, that a newspaper is just a commercial institution. In the strictest business ethics, the manufacturer holds to nothing beyond making the product which will honestly please and satisfy his purchasers. And the chief purchaser of newspaper wares is, after all, not the reader but the advertiser. This consideration, if no other, reduces to an absurdity the business attitude toward journalism: "I am manufacturing a commodity. I am responsible for turning out a sound article—no more."

The Proportion of Ad Revenues

HOW much the advertiser pays, how little the subscriber, is shown by one unit of measurement employed in the business offices. The publishers of one-cent newspapers try to make the revenue derived from subscriptions and street sales pay for the white paper on which they print. If they achieve that result, they consider that they are doing exceptionally well; if, in addition, they pay for the cost of circulation—paper-wagons and carriers—they call themselves marvels. All other expenses, as rent, the upkeep of a great mechanical plant, salaries and wages to one, two, or three hundred employees, ink, power, and incidentals, the advertiser pays. More pertinently, he pays interest and profits.

Estimating from what exact knowledge we have, I should say that the advertiser turns about three and a half to four dollars into the average metropolitan newspaper to one dollar paid by subscription and street sales. The proportion varies greatly; practically, it is always on the side of the advertiser. One New York newspaper confesses that the proportion is 9 to 1. The Scripps League has an important member which makes a profit at 2 to 1. But Scripps is a genius at newspaper economies. In New Orleans alone is the balance on the other scale. Until recently the "Times-Democrat" got nearly two dollars from sales to one from advertisers. But New Orleans is a "five-cent town," and the "Times-Democrat" charges nine dollars a year to its regular subscribers, where a one-cent Northern newspaper with a five-cent Sunday edition charges six dollars or less. Besides, New Orleans, as I have said, is a law unto herself. And the "Item," which has entered the city with new methods, more nearly approaches the Northern ratio.

News Suppression

WHAT does the advertiser ask as bonus in return for his business favor? Sometimes a whole change of editorial policy—as when the Pittsburg newspapers were forced to support a candidate for the bench chosen by the department stores; more often the insertion of personal matter of no news value in itself; most often the suppression of news harmful to himself, his family, or his business associates.

Taking one small and general example, I have never seen a story about a shoplifting case in which the name of the store was mentioned. It has occurred, I believe, in certain favored corners of the country, but not in my horizon. Usually the item reads: "In an uptown department store," "in a Fourteenth Street emporium." The department store exists for and by women; they like respectability and safety; news that criminals are at large among its counters may frighten them away. So reasons the store manager, and doubtless he is right. 'Tis but a small favor to a customer, the denaturing of such news. Publishers who show considerable backbone concerning advertising control of larger policies generally grant this favor to the department stores.

Carried further, the advertiser asks, and often

gets, suppression of scandals and disgrace affecting his family, or disasters injurious to his business. Here the harm begins; for if the justification for newspaper publication of scandal and disaster is the extra-judicial justice which it evokes, this is class discrimination and special privilege.

dent, not a crime. There was a good sensation. The Boston newspapers ignored the event—just as they had ignored an escalator accident in the same store a few years before. It is true that the Goulet case happened at the time of the Chelsea fire, when the newspapers were "cutting everything to the bone." But on that same day several of them carried a story about a little boy killed by a log at Dexter, Maine.

In fact, if one looks for a large general example, he can do no better than consider the present state of the Boston press. Like any one who is about to say something detrimental, I begin by stating the virtues of Boston journalism. For decency in drawing the line between silence and invasion of privacy, it is quite satisfactory. Much of it has a kind of intellectual cast which squares with Boston's best old ideals. The "Globe" satisfies the New England liking for small and pleasant personal gossip, and does it smoothly and sanely. The "Post" has taken the "Globe's" policy and supplemented it with a large view—if a somewhat sensational one—on the larger world. It has achieved the miracle of appealing to both the Back Bay and the gas-house district. The "Transcript" justly regards itself as a beacon-light of journalism. Not even the New York "Evening Post" gives more real education on the "higher life," publishes such a mass of well-written advices concerning social and intellectual movements. The "American" is least yellow, and probably most truthful, of all the Hearst evening organs.

Yet Boston has all but universally fallen into an attitude of subserviency toward the advertiser. From his first cub assignment, the typical Boston journalist has been taught that the price of journalistic silence is a two-inch advertisement. Here and there throughout the country are newspapers just as respectful to their source of revenue; but in no other city is this system so frankly accepted as a necessary part of the business. Let us see how it works in practise.

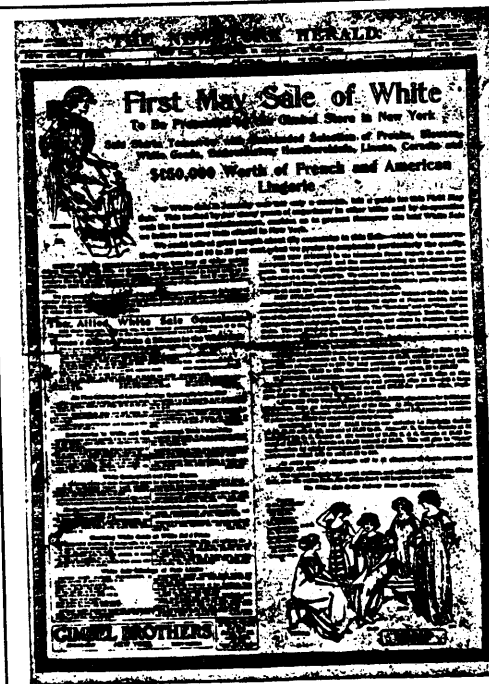
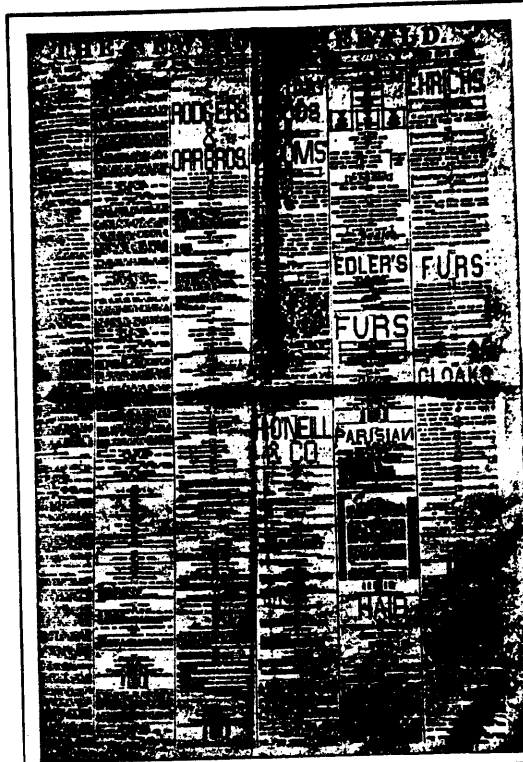
The Beer Cases

HEARST had entered Boston in 1905; he was struggling, Hearst-fashion, for circulation, and he began with the best device of yellow journalism, the war on special privilege. Later, he used that sword more sparingly. At about this time Dr. Charles Harrington, an admirable health officer, turned his attention to the Massachusetts breweries. He found by analysis that much of the beer and ale sold in his State was adulterated, contrary to law, with salicylic or fluoric acid. In the course of six weeks the grand jury indicted a dozen brewery companies and many bottling-houses for this offense. It was important news, as any newspaper man knows; Hearst used it for one of his loud campaigns. But did the "Transcript" or the "Globe" or the "Post" publish the fact? They did not. Red Fox Ale, made by the Massachusetts Breweries, was on the list of indictments. Red Fox Ale had a small advertisement in the "Transcript." When the grand jury returned its finding in that case the "Transcript" published a list of the day's indictments, but omitted this highly important one. The grind of justice reached Harvard Beer, a heavy advertiser on billboards and in newspapers. Most of the other brands changed their names after the exposé; Harvard Beer decided to give up adulteration and to go on with its name and advertising.

What the "Transcript" Published

THE Harvard Brewing Company was indicted on Saturday, April 8. Most of the evening papers, including the "Transcript," ignored this important piece of news. The "Transcript" published in its issue of April 8 the fact that a workman had fallen from a tree, that an aged pauper had been found dead in bed, that the Harvard Shooting Club was about to hold a meet, but not the fact that Harvard Beer, known to every consumer of malt liquors in Massachusetts, was in peril of the law for adulteration. Neither was the fact noted on Monday, April 10. But on Tuesday, April 11, "Harvard Beer, 1,000 Pure," appeared in the pages of the "Transcript"—as a half-page advertisement. This advertisement shrank in the issue of April 13 to three columns, in which it continued through ten issues. But for the "American" and the "Traveler" the adulteration of Harvard Beer would have escaped the Boston public. If any other newspaper noted the fact, it concealed it in a far corner of an obscure page. I regret that this special and glaring instance, so useful in proving the rule of Boston journalism, hits the

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The Growth in Advertising
Above, the "Dry-Goods-Store" page of the New York "Herald" in 1875. Ehrich's, the largest advertisement, occupies three-quarters of one column. Below, a typical one-page department store advertisement in the "Herald" of 1911

For example—and a type-example at that—an elevator in Henry Siegel's Boston store came down to the first floor, behaving curiously. The operator investigated. He found the mangled and dead body of a woman—Jeanne Goulet of Marlboro, Massachusetts. How it happened no one exactly knew; it is only certain that Miss Goulet's death was an acci-

dent, not a crime. There was a good sensation. The Boston newspapers ignored the event—just as they had ignored an escalator accident in the same store a few years before. It is true that the Goulet case happened at the time of the Chelsea fire, when the newspapers were "cutting everything to the bone." But on that same day several of them carried a story about a little boy killed by a log at Dexter, Maine.

COLUMBIA
MULTIPLE
BATTERY

COLUMBIA
IGNITOR
CELLS

Cover the whole field of reliable ignition for automobiles, power-boats and stationary gas-engines.

ONE of the two forms listed above will meet your individual requirements—whether for primary sparking, running or auxiliary service.

Whichever you use, you obtain an electrical source that simplifies connections and wiring, costs less per mile of service than storage batteries or mechanical generators, and will give you warning 100 to 200 miles ahead of exhaustion, after several thousand miles of perfect service. *This is the one ignition system that gives any advance warning of exhaustion.*

Columbia Ignition means no recharging, no dangerous sulphuric acid, no delicate mechanical parts to get out of order.

Your First Choice

should bethe complete battery in metal case.* It is a practically indestructible, waterproof unit, ready for service under all conditions, and equal to all demands.

Columbia Ignitor Cells properly wired in multiple connection, give nearly the same advantages, but the complete battery is to be preferred wherever possible.

Economical Electrical Service for the Household

Builds Columbia Multiple Batteries and Ignitor Cells we make Columbia Dry Cells for telephones, door-bells, self-winding clocks, lighting, amusements, street calls and a great variety of electrical apparatus. The world-wide supremacy of our cells is due to proper selection, combination and setting. In setting, we use only the electrical device recognized as standard throughout the world and used by the United States Bureau of Standards.

Sold by automobile and electrical supply houses and garages everywhere. If not handled by your dealer, write us direct, mentioning his name.

For your protection every Columbia Multiple Battery, Columbia Ignitor Cell or Columbia Dry Cell bears our name, NATIONAL CARBON CO.

*If your battery-box will not admit the Columbia Multiple in metal case, you can obtain it in waterproof post-board case to fit your requirements.

*Rechargeable connection without extra charge.

Write for interesting descriptive booklet containing valuable information on many subjects for every owner of automobile, power-boat or stationary gas-engine.

NATIONAL CARBON CO.
Largest Battery Manufacturers in the World

301 West 117th Street
Cleveland



The American Newspaper

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"Transcript" so hard. For in a great many instances it has been the one Boston newspaper which has shown a disposition to sacrifice advertising for news. It fell in this case, however; and this is not the only case.

The "Transcript's" Independence

THE "Transcript," indeed, has just given striking proof of its general independence. The Jordan Marsh department store is perhaps the heaviest single advertiser in Boston. In the spring of 1910 they built an annex across Avon Street from their main building; and they wanted permission for an overhead bridge connecting the two structures. By the law of Massachusetts, a municipal permit was not enough in this case; it was necessary to get a bill through the Legislature. This was not in itself a harmful measure; the bridge would have been a real convenience to the public. But the precedent was rather dangerous. Jordan Marsh, apparently, feared opposition; and they "requested" the newspapers to keep silence. The bill came up for hearing before the regular committee. The "Transcript" noticed this hearing, thereby making itself offensive to Jordan Marsh. The committee passed the bill over to the Attorney-General for an opinion on its constitutionality. He reported on March 31 that it was undoubtedly unconstitutional. Now that decision was news—first, because it denied to Boston a public convenience, and, second, because it was a precedent for other firms which wished special favors in the use of the streets. As a matter of fact, it was the most important piece of State House news on that day. The "Transcript" printed it at its news value—three-quarters of a column. One or two of the others guarded themselves by brief mention. Silence from the rest. I do not know what contracts or arrangements the "Transcript" has with the Jordan Marsh Company; but I do notice that Jordan Marsh has not advertised in the "Transcript" since early in April. Apparently the "Boston Bible" is paying for its impious presumption.

Boston went through several fights with the gas company before it got a fair rate. The company, realizing on what side its bread is buttered, is an advertiser—and it is allied with other advertisers. And the reformers, in successive battles, had to fight not only against the company and its allied interests, but against the thick, heavy silence of the newspapers—though Hearst, it is true, took their side in the last battle.

A Dollar a Line!

IT was in one of the early skirmishes that the attorneys for the people and the company introduced their arguments on the same day. Next morning most of the newspapers printed the company's argument in full, and the argument of Louis Brandeis, attorney-at-large for the people, in brief synopsis. That night a reformer, himself an advertiser and therefore a privileged person, approached a Boston publisher.

"Why don't you give us a fair shake?" he asked. "Here's seven columns of gas argument and only half a column of Brandeis's reply."

"Well, sir," replied the publisher, "I'd really like to accommodate you. But we're publishing a newspaper, and we can't make it all gas fight. The company paid a dollar a line in good money for that speech, so we just had to publish it in full; and we were forced to cut down on Mr. Brandeis."

The instances are too many for mention in detail. The following, rightly understood, are just funny: A. Shuman, clothing dealer and philanthropist, is a liberal advertiser. He is also director of the City Hospital. The Boston City Hospital is rather better than most; but in the best of such institutions arise from time to time cases of carelessness in diagnosis or treatment. When the "station man" reports such a case to a Boston newspaper, it goes into the wastebasket—automatically. I can not find that Mr. Shuman ever asked this favor. The trained mind of the Boston copy-reader says: "City Hospital—Shuman—Shuman—advertiser—out with this." There was a divorce in a department store family. The proceedings occurred in open court. All the reporters had access to the records, and the family did not ask to have the fact suppressed. Perhaps they reasoned, as many do in like cases, that if a marriage be made public so should its dissolution. Nevertheless, the "Traveler" alone published the fact. That month the other newspapers had dozens of divorce stories, each affecting persons of lower social position, and there-



The EDISON PHONOGRAPH

Your enjoyment of the Edison Phonograph is complete. For Edison has not left one thing undone. If your purchase is an Edison, you never have to say or think, "if we had only bought an Edison we might have had

Amberol Records

—four-and-one-half minutes of continuous playing, all the verses of every song, the complete composition on instrumental selections—the best of every character of entertainment and *all* of it"

You never have to say, "if we had only bought an Edison we might have had exactly

the right volume of sound for our home

instead of enough noise for a concert hall."

You never have to say, "if we had only bought an Edison we might have had the perfect lifelike purity of tone resulting from

the Sapphire Reproducing Point

which does not scratch or wear the record, never wears out or requires to be changed."

And most of all you never have to say, "if we had only bought an Edison we might have been able to

make records at home

—to record and reproduce the songs and stories of every one of us, and of our friends and neighbors."

If you would make your purchase of a sound-reproducing instrument "regretless" it must be an Edison that you buy.

There is an Edison Phonograph at a price to suit everybody's means, from the Gem at \$15.00 to the Amberola at \$200.00, sold at the same prices everywhere in the United States.

Edison Standard Records	\$.35
Edison Amberol Records (play twice as long)	.50
Edison Grand Opera Records	\$.75 to \$2.00

Go to the nearest dealer and hear the Edison Phonograph play Edison Standard and Edison Amberol Records. Get complete catalogs from your dealer or from us.

THOMAS A. EDISON, Inc., 12 Lakeside Avenue, Orange, N. J.

The Edison Business Phonograph conserves the time and energy of your highest priced men



Welch's The National Drink Grape Juice

Users of WELCH'S are
Enthusiasts

THE day you try WELCH'S at the soda fountain or in your home, the minute you serve it in a punch or sherbet, or any other form, you become a WELCH enthusiast.

Users of WELCH'S know it is the juice of the finest Concord grapes grown.

We pay a bonus over the regular daily market price in order to get our choice of Chautauqua's choicest.

Invalids relish it; it helps them get well.

Children love it, and you may let them have all they want.

We are glad to send, immediately, our free booklet of WELCH grape juice recipes, telling of many delicious desserts and drinks, if you will write us for it.

Your dealer will supply you with WELCH'S. Ask him for it. Always say "WELCH'S." Trial 4-oz. bottle by mail, 10c. Trial case of 12 pints, express free east of Omaha, \$3.00.

The Welch Grape Juice Co.
Westfield, N. Y.



RECIPES
showing the proper use of
**BORDEN'S
EAGLE BRAND
CONDENSED MILK**

are contained in a little Booklet which we will be pleased to send on request.

**BORDEN'S
CONDENSED MILK CO.**
"Lenders of Quality"
New York

WHITE GEMS

See Them BEFORE Paying!
These gems are chemical white sapphires—LOOK like Diamonds. Hard acid and fire diamond tests. So hard they easily scratch a file and will cut glass. Brilliance guaranteed 10 years. No wear and tear. Write today for the only style ring, pin or stud for examination—all others practically impossible to examine. Write today for the free illustrated booklet, special prices and ring measures.

WHITE VALLEY GEM CO., Box E, 734 1/2th St., Indianapolis, Ind.

fore of smaller news value, than these. Again: the process was automatic, instinctive, in the mind of the Boston journalist.

Two excellent examples came out in 1910. Mrs. Minnie M. Akers entered Houghton & Dutton's department store in the Christmas rush of 1907. She was in a delicate condition. A store detective mistook her for a shoplifter; had her detained and searched. He made a great mistake; not only did he discover no evidence, but he gave her such a shock that she all but died. She and her husband brought a suit, which came to trial on May 16, 1910, and obtained a verdict of \$8,400. Now note: there were seven jury sessions going on at the time; this was in the "fourth session." It was the most important case tried in all seven sessions on that date. The "Herald" and the "Advertiser" run a court column for the benefit of lawyers—a brief synopsis of all cases. The "Advertiser" gave a three-line, colorless record of the verdict; the "Herald" dropped the case out of its record. It reported sessions one, two, three, five, six and seven, but not session four—while that case was on! When, next day, a small personal damage case came up in four, the "Herald" resumed its full report. The "Herald" went then near bankruptcy, and was inclined to eat out of every hand that dipped into gold. At this period, indeed, it put forth for the benefit of its editors a "keep-out book," listing those persons and firms who must be "extended every courtesy." But the other papers were just as subservient. For this unusual case, this heavy verdict. Was fair news matter in the general columns, outside of the legal department. Had the defendant been a saloon-keeper, for example, it would have been good for an item anywhere.

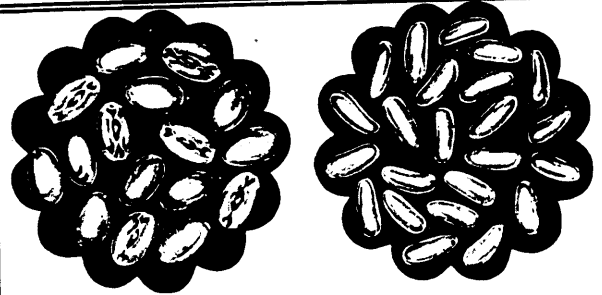
Publicity and the Department Store

THE Boston "Traveler" changed management last year, after the episode of Fahey vs. The National Shawmut Bank, to be mentioned later. Cleveland capital bought it; Cleveland newspaper men took the management. And the Cleveland newspapers in general are fairly free from advertising control. The new editors started, apparently, with the same "square-deal-to-all" rule which Hearst followed when he invaded Boston. An ammonia tank blew up in the basement of Henry Sisco's department store at about four o'clock one afternoon last July. The "Traveler" and the "American" are the only Boston evening newspapers which publish a late "baseball extra." All the others had sent their last edition to press by four o'clock. The "Herald" "American" ignored it. The "Traveler" sent a reporter. He found the condition of affairs picturesque, though not dangerous. The fumes had rolled up into the store, driving the shoppers and store-girls before them. A few of the girls had gone back for their hats; fumes had overcome them. When the "Traveler" reporter arrived, men employees were assisting them out.

The "Traveler" published this story on the front page. The morning newspapers passed it over without a line. The Associated Press sent it out. The New York newspapers proved their appreciation of its absolute value by giving it space—many on the front page. The Boston "Transcript" next afternoon showed better backbone than it did in the Harvard Beer case by printing the Associated Press story. And that was all the publicity which this "live news matter" got in Boston. In the same summer a hot bolt dropped into a barrel of tar at the Charleston Navy Yard. The barrel blazed, and the workmen heaved it overboard; whereupon the episode was closed. But that made space in all the Boston newspapers—the "American" gave it a "five-column display" on the front page. The navy does not advertise.

Another Influence

ANOTHER and more subtle influence spreads from the advertiser to asymptomatic free journalism in Boston. Before I attack that point I must digress to lay before the newspaper reader a distinction which every newspaper maker understands. If your journal is to preserve even the appearance of frankness, it must make some physical distinction between voluntary statement of the truth and paid matter. Generally, the distinction is set by the character and "face" of the type. The reader should know it at a glance, usually does know, whether this or that item is paid matter, or genuine news written untrammelled from the point of view of the reporter. The advertiser pays his tribute to the power of the press by his eagerness to get a "type-display" identical with that of the news columns. So appears the so-called "reading notice," whose price is from two to ten times that of corresponding space in advertising type. Fair newspapers generally accept such matter, but



It is Done by a Steam Explosion

These curious grains of Puffed Wheat and Puffed Rice—eight times normal size—are exploded by steam.

The raw kernels of grain are sealed up in bronze metal guns. Then the guns are revolved for sixty minutes in a heat of 550 degrees.

That heat turns the moisture in the grain to steam, and the pressure becomes tremendous. Suddenly the grains are unsealed and the steam explodes. The grains are shot out against a far-away screen.

They come out as you see them—eight times former size, four times as porous as bread. Yet the coats of the grain are unbroken. They are nut-like, crisp and brown.

Prof. Anderson's Way

That's Prof. Anderson's way for making cereals digestible. He conceived the idea of turning internal moisture to steam.

When that steam explodes, all the millions of food granules are literally blasted to pieces. The digestive juices can instantly act on them. Digestion begins before the grains reach the stomach.

Cooking, baking and toasting, break up some of the granules. But no other method ever conceived makes grain half so digestible as this explosion by steam.

That's immensely important. Food that feeds must digest. And there's no tax on the stomach from Puffed Wheat and Puffed Rice.

Puffed Wheat, 10c Puffed Rice, 15c

Except
in
Extreme
West

But one forgets about digestion when he eats these foods. They seem too enticing to be scientific.

Some serve them with cream, like other cereals. Some mix them with fruit. Some serve them, like crackers, in a bowl of milk. And that's a delightful way.

The grains are crisper than crackers. They are four times as porous as bread. And, unlike bread and crackers, they supply a whole-grain food.

Like Toasted Nuts

The taste suggests toasted nut-meats. Imagine how children like them.

The grains are used in candy making, just like nuts. They are used to frost cake, to garnish ice cream.

And 18,000,000 dishes monthly are eaten in a myriad homes.

If they are not yet served in your home, don't you think it time? If so, please tell your grocer—now—to send you what you want.

The Quaker Oats Company
SOLE MAKERS

(167)

IN ANSWERING THIS ADVERTISEMENT PLEASE REFER TO COLUMN 1



"Ah, cook knows what I like!"

So exclaim all her favorites when she serves the delicious, appetizing

SNIDER PROCESS PORK & BEANS

As they come from the can, they are whole, rich in color, and, especially when hot, laden with an aroma irresistible.

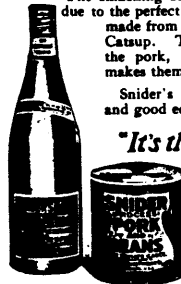
As a food, their nutritive value is very high. They are concentrated nutrition. In the process of digestion, beans are almost entirely absorbed, containing very little waste.

The smacking zest of Snider's is due to the perfect seasoning sauce, made from Snider's Tomato Catsup. The daintiness of the pork, a bit of jowl, makes them luscious.

Snider's are good food and good economy.

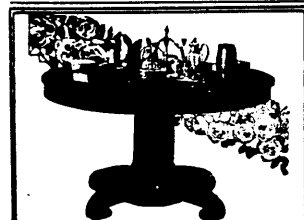
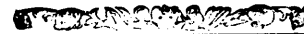
"It's the Process"

Try Snider's Chili Sauce upon roasts, chops, steaks, and all fish.



The T. A. Snider Preserve Co.
Cincinnati, U. S. A.

All Snider Products comply with all Pure Food Laws of the world.



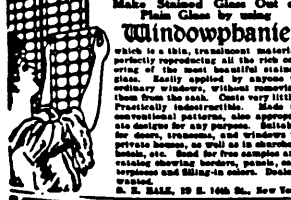
"The Best of All"

THE young bride will appreciate no present so much as a Tyden Locked Dining Table. For it will be as beautiful, strong and rigid in ten years as the day it came into the new home.

THE Tyden Lock is a simple device hidden in the pedestal, which holds the halves of the pedestal tightly together preventing sag and gap. It centers the top and allows the insertion of up to three leaves without pedestal divisions.

YOUR dealer will gladly show you a Tyden Locked Table, as there are over sixty of the best makes so equipped. We will send you a copy of Tables Beautiful, a handsome little booklet that tells of table decorations for special occasions.

TYDEN LOCK ADV. BUREAU
621-3 Broadway Bldg., Chicago



Windowpantie

Make Stained Glass Out of Plain Glass by using Windowpantie which is a thin, translucent material perfectly reproducing all the rich coloring of the most beautiful stained glass. Easily applied by anyone to ordinary windows, without removing them from the sash. Costs very little. Practically indestructible. Made in conventional patterns, also appropriate designs for any purpose. Includes cutting shears, pattern, measuring tape and glass colors. Dealer wanted.

W. C. BALE, 25 E. 14th St., New York

state its purpose by printing at the end "Adv." or the three stars ("*"), which have come, in the perception of most readers to mean the same thing. Between those three stars and blank space lies the difference between truth and falsehood. When he makes a "reader" appear like news, the editor adulterates his product. It may be quite harmless adulteration, as when he gives news of a millinery opening in a department store. It may be poisonous adulteration, as when newspapers here and there throughout the country publish "dollar-a-line" Smith's paid despatches lying about the situation in the corrupt insurance companies. It is always, in greater or smaller degree, a violation of the newspaper's tacit contract with its readers.

Reading Notices as a Bonus

NOW "reading notices," published without star or distinguishing mark, have been a constant source of revenue to most Boston newspapers. Boston has recently improved a little in this respect; a new law at the bottom of the reformation. By common consent, however, the department stores still expect reading notices as a bonus. "How many readers will you give us?" asks the store advertising manager of the solicitor. Unless he desire something contrary to obvious public morals or to the newspaper's policy, any one, until recently, could insert nearly anything in most Boston newspapers at a dollar a line. The Boston Elevated, for example, wishes to make an example of conductors convicted of "knocking-down" fares. These cases are merely petty larceny; the amount of the theft is seldom more than ten or fifteen dollars; they are hardly worth the attention of a metropolitan newspaper. But until recently the Elevated Company has paid certain newspapers a dollar a line to publish these ten-dollar larcenies, published in full, with the \$8,400 Houghton & Dutton verdict, absolutely suppressed! If the conductors also were advertisers, doubtless their crimes would not be published—not though they stole a whole railroad.

Much mere "stuff," crowding out more valuable matter, gets into the Boston newspapers through this cringing attitude. If the management ask favors, so may the chiefs of departments. The sister-in-law of a head buyer belongs to the Little Busy Bees of the Tenth Unitarian Church, which is about to give a lawn party. The head buyer is likely to ask, and the newspaper to grant, extended advance notice of this mildly thrilling event. So, in preferred position, occupying three columns with pictures, we find the lawn party noticed, not as news, but merely as something about to happen. How much padding and "stuff" has appeared concerning the Boston Opera House only the Boston news editors know. For the department story family of Jordan is heavily interested in this philanthropic enterprise; and much of this matter comes from the press agency, not of the opera-house but of the Jordan-Marsh Company. The process is harmless adulteration—not poison, only a little water. But when it becomes too common it distorts the picture of this world which the newspaper presents its readers.

The Effect of Boston Journalism

DECENT of speech, cowardly of heart, a prophet when the cause does not touch its own pocket, a dumb thing when it does—by such journalism is Boston served. Has its half-hearted policy affected the public intelligence of its city? I believe that it has. For the social and intellectual caste of Boston is curious. The ancient New England spirit of stern virtue remains; the second generation from the fervid Abolitionists have kept their idealism, if not their fire. Boston orders its saloons closed on Sundays, and sees that they remain closed; it enforces strict decency of public conduct; it is the last American town on good taste in municipal architecture. And notice this parallel: on conventional personal morals, on merely physical municipal improvements, its newspapers are strong. In no other American city is so great a proportion of people who want to do the right thing. But they wobble ineffectually while the gang and allied interests go straight to what they want. For in few other American cities do the people so dimly understand what is the right thing socially and politically. That the moral face of the world has changed in this generation; that the great issues are no longer political but economic; that new conditions have brought new sins—Boston as an entity knows not these things. And I for one believe that Boston is so not because she is Boston, but because her newspapers have withheld the light that never was in university or college—the light of a sane, broad, truthful point of view on the daily flow of the times.



Send for our free Portfolio of exterior color schemes, showing 15 attractive color combinations

It is always difficult to select pleasing color combinations from color cards. It is also difficult to select the paint, varnish or stain best suited to the surface it is to cover.

This Portfolio, "Color Schemes for Exterior House Painting," not only suggests many harmonious combinations, showing them in colors on actual houses, but also contains complete specifications for securing the results shown, naming the particular paint, varnish or stain which will make these pleasing results permanent.

Are you going to build, remodel or decorate?

Then you want our Portfolio, "A Cottage Bungalow," which gives the complete plans for interior decorations. Each room in the house is shown in colors, with complete specifications for producing the effects shown. Even the rugs, draperies, hangings and furniture are included. Send for both of these free Portfolios today. You incur no obligation by doing so.

Brighten Up

The Sherwin-Williams Line is your guide in getting just the right paint, stain or varnish for all surfaces in and around your home. A booklet telling what each is, what each is for and how each is applied, sent free on request.



SHERWIN-WILLIAMS PAINTS & VARNISHES

Sold by dealers everywhere. Ask your local dealer for color cards and full information. For the Special Home Decoration Service write to: The Sherwin-Williams Co., Decorative Dept., 615 Canal Road, N.W., Cleveland, Ohio

DENVER & RIO GRANDE WESTERN PACIFIC

The New Route
Over the Rockies
By the Great Salt Lake
Through the Sierra
To the Golden State

Scenic Magnificence

Denver, Colorado
Salt Lake City, Utah
Portland, Oregon
Seattle, Washington
San Francisco, California
Los Angeles, California
San Diego, California
Phoenix, Arizona
Tucson, Arizona
Albuquerque, New Mexico
El Paso, Texas
Dallas, Texas
Houston, Texas
New Orleans, Louisiana
Mobile, Alabama
Savannah, Georgia
Jacksonville, Florida
Tampa, Florida
Orlando, Florida
Miami, Florida
Key West, Florida
New York, New York
Boston, Massachusetts
Philadelphia, Pennsylvania
Washington, D.C.
Richmond, Virginia
Nashville, Tennessee
Memphis, Tennessee
Louisville, Kentucky
Cincinnati, Ohio
Cleveland, Ohio
Chicago, Illinois
St. Louis, Missouri
Kansas City, Missouri
Denver, Colorado

NO GRANDE WESTERN PACIFIC

TRAVEL BROKERS CAN BE OBTAINED BY ADDRESSING
FRANK A. WADSWORTH
General Manager Denver & Rio Grande Railroad
Denver, Colorado

The American Newspaper

A Study of Journalism in Its Relation to the Public

By WILL IRWIN

X.—The Unhealthy Alliance

This article shows that many newspapers slant or tint their editorial columns of their own accord in order to attract or to stimulate advertising; and it reveals the system once prevalent in the New York "Journal" whereby a thousand dollars would buy indirectly an editorial by Arthur Brisbane. It shows further that sound business policy as well as public weal demands a general clean-up in the advertising columns of the American newspapers. The next article, which will appear June 17, will deal with the control of newspapers by "Big Business" through the Advertiser

THE business of newspaper making is at present in the involved and disorganized condition which always follows a period of expansion. None of its perplexities is greater than this one of advertising and the relation of advertising to editorial and news policies. So far as one can draw generalizations regarding anything so involved, this rule holds: the relations between newspapers and their advertisers tend naturally to become unhealthy; and publishers of a certain commercial, get-rich-quick class are primarily to blame.

The Craze for Advertisements

THE ultimate profits of journalism—so it would appear to the shallow-minded—have lain in advertising revenue. In the decade which followed the establishment of yellow journalism the rush for advertisements became a madness. The shrewdest practical economist in the business of newspaper making once spread out for me on his study table a newspaper which, although of large circulation and good advertising patronage, was nevertheless in financial trouble. By pure arithmetic, he showed how this and that plethoric advertisement was published at apparent profit but actual loss—owing to the "overhead" cost of getting the business. "Enough advertising, you see, and the sheet would go into bankruptcy," he said. And if business sense so easily goes by the board for the pride and prestige of announcing, "We published 100,000 more inches than our nearest rival," how much more easily may journalistic ethics! "Anything to get advertising," is the tacit motto among publishers of this wildest variety. For this they publish dangerous and obscene "medical display," containing words and ideas which the editors would not permit nor the public countenance in the news columns; for this they exploit enterprises which every man in the office, from the solicitor who takes the advertisement to the circulation manager who sends it forth, knows to be fraudulent; for this, finally, they barter the honor of their editorial staffs. And once such a publisher begins to set the pace for a city, his weaker competitors, however much they dislike it, are often forced to imitate his methods or fail.

Where Combination Falls

WE HAVE already considered the influence of the advertiser in suppressing news. I took Boston for an example. Boston is "overnewspapered." Business managers in that city must calculate closely, and they must be cautious about changes which may affect their revenue in the slightest degree. Yet even in Boston, organization among the publishers would cure the suppression habit, and cure it with ultimate financial gain and little immediate loss. The bona fide advertiser needs the newspaper as much as the newspaper needs him. In no other manner could department stores, theaters, and clothing houses reach their patrons so cheaply and so efficiently. But the business manager, real head of many modern journals, will not put the shoe on the other foot. For if he should throw away the advertising club over the news columns, he would be throwing away a weapon of competition. The newspapers can be brought together for common causes. They unite to suppress news of one another's libel suits, to bring down the price of white paper, to resist labor unions,



Brisbane's editorial on "Constructive Criticism," and C. F. Zittel, vaudeville manager

stand that the custom of suppressing news, of slanting news policies, at the request or command of the advertiser, originated not so much with the advertiser himself as with the solicitor of the newspaper. It is easy, in the rush and competition for advertising, to fall into the habit of getting business by hinting that "the 'Bazoo' takes care of its friends." It is almost as easy for the business office, guardian of the proprietor's revenue, to cajole or drive the editors into suppressing this piece of news, abandoning that policy. Again I say: blame not the advertiser. He sees his business attacked; perhaps he sees his family on the edge of disgrace. Being human, he is not likely to consider the remote consequences to the public of this or that specific act in defense of his own. The newspapers—if not the one in immediate question, then others in the past—have given the idea that advertising brings special favors. He "puts down the screws" with sincere conviction of his rights in the matter.

To show who was usually party of the first part in this unhealthy alliance, let us take an aspect of the relations between the newspapers and the theaters in New York. From certain instances the public has gained the impression that the dailies of the metropolis are forced to trim their dramatic criticism to suit advertisers. That is not generally true of New York, although it is the case in some smaller American cities. Daily dramatic criticism in New York is shallow; but so, generally, is all American criticism, whether of the drama, literature, or art. That branch is the last to sprout on the tree of culture; it has hardly budded in America. But New York criticism is usually free from business control; most managers understand that their theatrical advertising will not buy favorable notices. Yet, on the other hand, Hearst's "Evening Journal" has of late been offering the influence of its editorial page as a bonus to theatrical advertisers—so illustrating as in cross-section where the primary responsibility frequently lies.

In Fairness to Hearst

BEFORE I proceed we must set ourselves right toward William Randolph Hearst. There is a kind of muckraking, much in vogue of late, which consists in massing all the invidious facts about a man or an institution, and, by ignoring the sense of proportion, proving what appears a black case. Such work is accurate, but not truthful. Nothing were easier than to muckrake Hearst in this fashion. He is a strange, complex creature, touched by genius if not wholly of the genius type. His acts and his influence have been as curiously mixed as his character. If he has tended to lower the tone of American news reporting, he has also helped, more than any other man, to revive the sense of public duty. If in his fighting years he trampled brutally, often unjustly, upon private feelings, he also carried the standard of public rights—carried it for a time with little support. If he lowered popular taste, he also spread the great, necessary ideas among

1075 HAMMERSTEIN'S TRACK

WINNERS AT A GLANCE...
 1. MATHEWSON, MEYERS & TULLY
 2. MACK & WALKER
 3. BLACK BROS.
 PRIMROSE FOUR } Dead-Heat

Selections made Monday matinee. Weather clear. Track fair. Going fair. Off at 2:15 P. M. Starter—George May. Timer—Mike Simpson. Trainer—Harry Mack. Betting Commis-sioner—Bredy Greer. Show Writer—Chas. Jones. Patrol Judge—Aaron Keester. Judge—William Hammerstein.

THE SUMMARIES

Series	Pos.	Kind of Act	Co.	Song	Start.	Finish.	Bows	Ran.
Mathey, Meyers & Tully	4	"Corvus"	3	1	Big	Big	7	1
Mack & Walker	4	Songs & Comedy	2	1	Swave	Swave	4	2
Black Bros.	2	Songs & Dances	2	1	Good	Big	4	3
Primrose	8	Comedians	4	0	All	Low	2	3
The Code Book	8	Dramatic	4	0	Good	Good	3	4
Avery & Hart	7	Col. Comedians	2	2	Good	Good	3	5
Van Hoven	6	Dippy Musicians	1	0	Good	Good	1	6
Sprague & MacNeece	1	Teller Shows	2	0	Good	Good	1	7
The Salvaggio	3	Dancers	5	0	Fast	Good	1	8

Any way you want to take it, Christy Matheyson, Chief Meyers & May Tully simply walked away with the show. What a great satisfaction it must be to Miss Tully after 6 weeks of hard work (with two angel face ball players) to have nothing but prizes bestowed upon her art. May Tully is a big girl, and the two boys are big men, but May Tully is going to be an awfully big actress some of these days. Mack & Walker. Well, what's the use of going into commission. Isn't their offering delirious? Black Bros. (only in name) are dancers for my money. A delightful 12 minutes are the Black Bros. "The Code Book" is a hilarious dramatic playlet, with the laurie going to Mr. Allen Arvell. The little girl will never do any harm, and at the same time will never set the world afire. (Chorus by Co.—We never intended it should.) Van Hoven is a cross between Frank Tinsley and James J. Moran, but nevertheless, pleased in his offering. Primrose Four. Any time a chorus must sing a show, I will apologize for them. Sprague & MacNeece pruned the pace with a neat roller skating act. The Salvaggio comprise 4 big girls and a man. The work is all done by the leading lady and the man, the other 3 adventures can be beautifully preserved in alcohol (weed).

A sample section of "Zit's Racing Chart"

to facilitate the means of circulation. On the policy of resistance, so necessary to free journalism, publishers have seldom united—first, because each dislikes to give up a means of beating the other, and, second, because many of them see no good reason for trying to be independent.

No, if we had the whole truth, we should under-

less accurate, he has also helped, more than any other man, to revive the sense of public duty. If in his fighting years he trampled brutally, often unjustly, upon private feelings, he also carried the standard of public rights—carried it for a time with little support. If he lowered popular taste, he also spread the great, necessary ideas among

those who would never have grasped knowledge in any form other than the one he offered; he was a kind of plowman for culture. And if he was unethical, even unmoral, in many of his methods, he was also an inspirer of the larger public morals. I write this parenthetical paragraph not because Collier's fears his rather ridiculous threat of arrest for criminal libel, but just that we may keep our sense of proportion. For the instance which I am about to cite to illustrate my point is one of his little tricks which can be defended only by reviewing his larger career.

Until the year 1907 the "Journal" was considered a poor "medium" for the theaters. In spite of its immense circulation, it did not reach, the managers felt, the easy-spending class of people who constitute Broadway audiences. Its theatrical advertising was, therefore, inconsiderable. On the editorial end, it had never printed any regular theatrical criticism. Late in 1907 the "Journal" determined on a new policy. Hearst transferred Ashton Stevens, a clever writer of light dramatic criticism, from the San Francisco "Examiner," and set him to work doing reviews and interviews for the "Journal." He founded a dramatic department in that newspaper; but apparently he was never a party to the remarkable harmonizing of news and advertising which followed during the next three years.

Enter "Constructive Criticism"

IN THE holiday season of 1907-1908 the New York "Journal" made two interesting departures. It published a brace of editorials on Arthur Brisbane's page, announcing a new policy regarding the theaters; and started C. F. Zittel's "Vaudeville Racing Chart." The first editorial appeared on December 13, 1907. "How to Criticize Men, Actors, Children, All Workers," was the head. The "Journal" declared this editorial, had determined to adopt a new policy—"Constructive Criticism." It would not tear down, merely to show its own cleverness, it would build up. "It is the intention of this newspaper," said Brisbane, "in criticizing books or plays to tell the public about those that are GOOD AND WORTH SEEING, and leave the others to their natural fate WITHOUT KICKING AN UNHAPPY FAILING, MAN OR WOMAN. . . . We want (our readers) to know that if they read extended criticism of a play in this newspaper, IT IS BECAUSE IT IS A GOOD PLAY AND ONE THAT, FOR REASONS STATED, WOULD AMUSE THEM OR INSTRUCT THEM. Why do we not imitate the sun, that warms, develops, and brings out what is good?" On January 8, 1908, Mr. Brisbane reiterated, saying among other things: "The criticism that encourages and stimulates good work is GOOD criticism. . . . We want, and we propose to print, only CONSTRUCTIVE CRITICISM."

On January 18, ten days later, appeared in the "Journal" the first number of "Zit's Vaudeville Racing Chart." Incidentally, we behold therein this piece of constructive criticism:

"Mlle. Agoust and Co. give one the cramps. Of all the Kosher cheese acts ever offered in vaudeville, some parts of this one should be sent to the Board of Health."

Zittel had been a press agent. His chart is simply an original method of reviewing vaudeville performances. It consists in a kind of burlesque of the regular form sheets or charts of horse-racing which appear in the sporting pages. The theaters are the "tracks," the performers the horses; and every Saturday "Zit" arranges the numbers at each house into winners of first, second, and third places, and "also runs." A sample of this method is shown with the inventor's portrait on the preceding page.

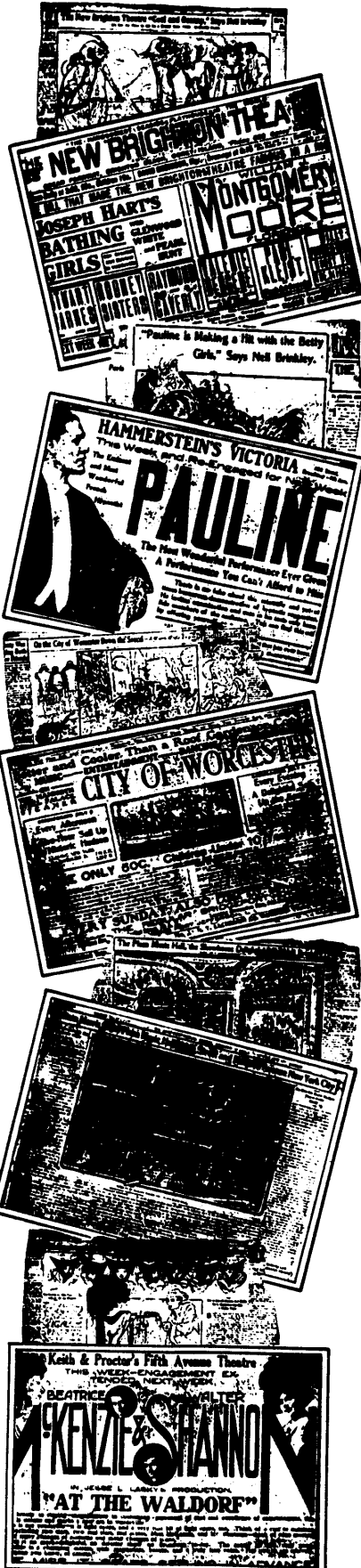
This was a bid for vaudeville advertising; and it succeeded. Within a month the "racing-chart page" was filled out with "cards" and announcements of vaudeville headliners.

On November 6, 1908, Arthur Brisbane began to play his part in constructive criticism. The leading editorial that day was headed: "A Great Play—Two Powerful Men Collaborate." The play was Gillette's "Samson"—"At present at the Criterion Theater," to quote Mr. Brisbane. "Go to see it," he advised. "It will make you think! . . . It contains a lesson for husbands, wives, and others."

On November 7—the next day—the "Journal" carried a full-page advertisement of "Samson."

And Still More!

THE next Brisbane editorial regarding a theater appeared on December 30, 1908. "The Battle—Ingenious Play Ingeniously Advertised," run the headlines. That no one might make a mistake about what play was meant, the editorial began: "At the Savoy Theater, in New York, Wilton Lackaye, a powerful actor—" Mr. Brisbane commended "The Battle" as a play that made people think. "It is an interesting, startling, highly dramatic performance, drawing great crowds. . . high-browed, prosperous dilettants are buying boxes, and lower brows, perhaps a little more thoughtful, cheer from the galleries."



Neil Brinkley's Part—Some of the coincidences between her work in the "Journal" and half-page advertisements

Three days later, on January 2, 1909, a full-page advertisement of "The Battle" appeared in the "Journal."

An editorial headed "A GENTLEMAN FROM MISSISSIPPI—This is One of the Plays that Has a PURPOSE—May its success breed Imitators," led off the editorial page on January 29. It advised all readers interested in American Government and fond of a good, exciting play, to see "A Gentleman from Mississippi"—"Now running at the Bijou Theater on Broadway between Thirtieth and Thirty-first Streets," to borrow the language of the "Journal." "An amusing play"—"Makes you think"—"A play that will last for years"—"Deserves to succeed and its success is great"—I quote at random.

The next day page seven of the "Journal" was filled with an advertisement of "The Gentleman from Mississippi."

The One Exception

THE "Journal" carried, on February 6, 1909, a full-page advertisement of "The Girl from Rector's," a comedy with music which almost holds the American record for salaciousness. On February 8 Neil Brinkley, on the "feature" page, had a seven-column illustration and story headed "Mighty Scrumptious Frocks in 'The Girl from Rector's.'" This is notable as the only full-page theatrical advertisement appearing in the "Journal" between November, 1908, and October, 1909, which was not recognized by an editorial.

However, on February 14, the editorial page resumed constructive criticism. "The Dawn of a Tomorrow" was the head, and it was also the name of the play, "which is at the Lyceum Theater, on Forty-fifth Street near Broadway," said the editorial. "It is a good play for all people to see. . . if you want an immediate, pleasant, and touching Dawn of a Tomorrow, go up to the Lyceum Theater and see Eleanor Robson act, and shed tears—if that is your way of expressing emotion."

The full-page advertisement of "The Dawn of a Tomorrow" appeared on February 20, 1909, on page seven.

"Fighting to Keep a Husband" was the headline on the leading editorial of February 26. It related to Thompson Buchanan's "A Woman's Way," in which Grace George was starring. "For three reasons we invite our readers who like light comedy and excellent dramatic work by an excellent actress to see Grace George in her new play at the Hackett Theater in Forty-second Street," said the "Journal." The full-page advertisement for "A Woman's Way" appeared on page seven of the next issue.

"Don't Fail to See 'The Fortune Hunter'" announced Mr. Brisbane in the headline of his leading editorial on September 22, 1909. This play, "Now running at the Gaiety Theater, on the corner of Broadway and Forty-sixth Street," to quote again, was pecking the house. "Go to see 'The Fortune Hunter' NOW. In a few weeks you will probably find it impossible to get seats unless you take them a month ahead. If you can't get seats in the orchestra, get them in the gallery. The Gaiety Theater is admirably ventilated and the gallery seats are exactly as good as the orchestra seats for sensible people. . . . We predict for this excellent, moral play a success so overwhelming as to prove that a GOOD play is the thing that good citizens want, and that a majority of the citizens are good."

The full-page advertisement for "The Fortune Hunter" appeared on September 25, page four.

The Direct Evidence

FINALLY, reversing the former order, on October 9, 1909, appeared an advertisement for "On the Eve" with Hedwig Reicher, and two days later came the editorial: "A Play for Thoughtful Men and Women." Then, for a time, Mr. Brisbane ceased to write editorials about plays which had bought full-page advertisements. To recapitulate: in the period between November, 1908, and October, 1909, eight new plays advertised in this manner. Seven of these were specially commended by Mr. Brisbane in two-column editorials. Three other plays, which bought no special advertising, were treated on the editorial page in that period—"What Every Woman Knows," "An Englishman's Home," and "Israel." The first of these was written by J. M. Barrie and performed by Maude Adams; it was important enough therefore to deserve attention from any editorial page. "An Englishman's Home" was a play of special political interest, dealing as it did with national defense; most American and English newspapers discussed it editorially. And "Israel" furnished a text for a discourse on Jew-baiting—always a favorite theme with Brisbane. He advised his readers, especially the young girls among them, not to see "Israel," because it was improper. All three were Frohman productions.

This evidence is so far merely circumstantial. As a matter of fact, there is plenty of direct evidence. The new advertising policy of the "Journal" was public property in the theatrical district, where gossip travels as in a little village. Every manager

One Year of
 "Constructive Criticism"
 in the
 New York "Journal"

SAVOY THEATRE
WILSON LACKAYE IN THE BATTLE
 The New York Evening Journal
 And the Following Editorial from the N. Y. Evening Journal:
 ...

Have You Seen "Samson" at the Criterion Theatre?
 A Story of Heroism
 ...

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

A GENTLEMAN FROM MISSISSIPPI
 Brady & Grismer's BIJOU THEATRE
 Production
 All men have their price,
 But honor is the price of some men
 Story of the Play
 ...

RESERVES CALLED OUT TO
W.D. IN LINE AT BOX OFFICE
 ...
WEEKS IN ADVANCE
 ...

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

...
WEEKS IN ADVANCE
 ...

GYCEUM THEATRE
ELEANOR ROBSON
THE DAWN OF A TO-MORROW
 ...

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

FACE GEORGE
 in "A WOMAN'S WAY"
 ...

...
THE PLAY
 ...
SEE "ON THE EVE" AT THE HUDSON THEATRE

NEW COMEDY ACTRESS, A POWERFUL PLAY
 ...
SEE "ON THE EVE" AT THE HUDSON THEATRE

EDITORIAL PAGE OF THE NEW YORK EVENING JOURNAL
 The Editor's
 ...

...
SEE "ON THE EVE" AT THE HUDSON THEATRE

All the full-page theatrical advertisements which appeared in the regular editions of the New York "Journal" between October, 1908, and October, 1909, each set beside the reward thereof

That tempting true tomato taste-

BLUE LABEL KETCHUP

The Kind that Keeps after it is Opened

MADE from solid, juicy, tomatoes, picked at red-ripe perfection; skins, cores and seeds removed—just the right amount of just the right spices added to make the most savory, wholesome relish.


Contains only these ingredients recognized and endorsed by the U. S. Government.

All products bearing our name are equally wholesome and delicious. Insist on our label when you buy soups, jellies, preserves, jams, canned fruits, vegetables and meats.

Visitors are always welcome at our factory.

A useful little booklet "Original Menu," gives a host of suggestions for easy, delicious meals. Write for it.

CURTICE BROTHERS CO.
Rochester, N. Y.



The American Newspaper

(Continued from page 18)

knew that the "Journal" offered a page advertisement and a Brisbane editorial for a thousand dollars. It was remarked that Brisbane would not "boast," under this arrangement, any play which he did not like—but his tastes are catholic. Just as well was it understood that for five hundred dollars the "Journal" would give a half-page advertisement, and a "special," with illustration by Nell Brinkley, together with liberal "news notices."

The "Journal" generally signed no contract for these transactions; it was just a gentleman's agreement between the solicitor and the manager. Of course, what the managers really wanted for their thousand dollars was not the advertisement, but the editorial.

The "Snapper"

MR. BRISBANE himself furnished the true climactic touch—what writers of fiction call the "snapper"—to this story, Lieber & Company, who produced "The Battle" and "The Dawn of a To-morrow," mentioned above, produced also Joseph Medill Patterson's newspaper play, "The Fourth Estate." Mr. Patterson hinged his drama on the control of newspaper policies by advertisers. To stimulate interest the Lieber press agent wrote to editors all over the country asking whether they believed that advertisers ever slanted or tainted the news columns. Afterward he made public some of the replies. And Arthur Brisbane wrote:

"I have never found that advertisers tried to control the policy of any newspaper with which I was connected. Therefore, I have never given such a possible situation the earnest thought which it doubtless merits."

Brisbane is an employee; whatever blame there is for this policy must rest on Hearst. And Hearst used others among his star special people. Owing to his eminence as an exponent of the "new journalism," however, Brisbane's part has attracted more attention than that of Nell Brinkley, for example. The activities forced on that clever young woman by her employers have been far more productive of revenue, to judge by a study of the half-page theatrical advertisements in the "Journal" than the activities assumed by Mr. Brisbane. She has a great vogue in New York; and her bizarre drawing, if not her writing, deserves it. Her following is largest in that very class which patronizes the lighter Broadway attractions. For example, "The Follies of 1909" had a chorus of Nell Brinkley girls. Before the policy of constructive criticism came into the "Journal" she was doing a theatrical illustration and story at least once a week. The first suspicion that she was used in an advertising campaign appeared on April 18, 1908, three months after Zittel began his racing chart, in a five-column illustration and story entitled "Eva Tangway the Human Firefly." Now Eva Tangway had taken more advertising space on "Zit's" page than any two other performers; and she was always placed first in the racing chart. During the next year and a half she had "write-up" after "write-up" in the "feature" pages of the "Journal," sometimes by Nell Brinkley, sometimes by other stars. In fact, no United States Senator, no member of the Cabinet, drew so much space in the "Journal" during that period as Eva Tangway. She made a graceful acknowledgment in the 1909 Christmas Vaudeville Number of the "Journal"—she brought a half-page advertisement which read:

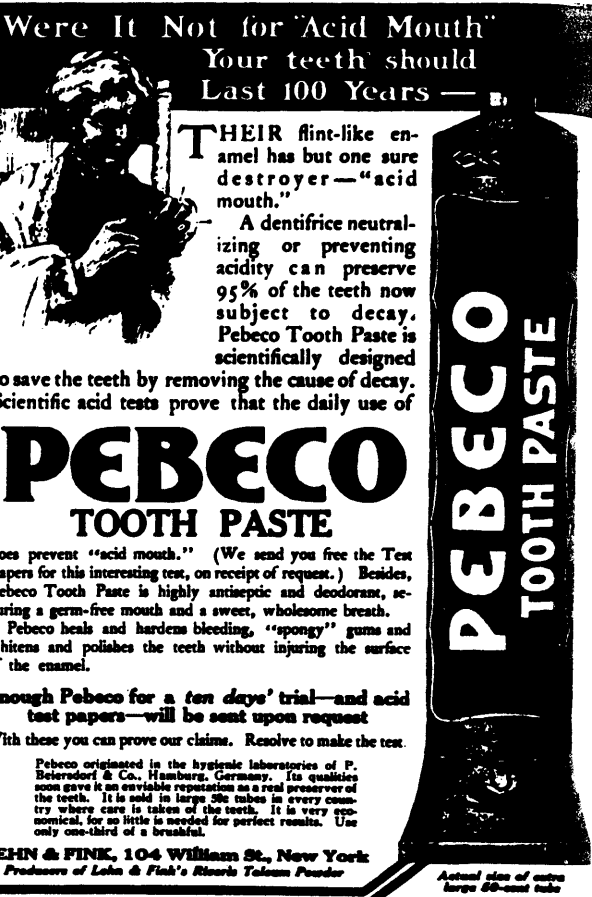
"I take this opportunity to tell the public I owe what success I have achieved and the position I hold in the theatrical field to C. F. Zittel. A Merry Christmas to you, Mr. Zit!"

Nell Brinkley's Job

BY the beginning of 1909 Miss Brinkley's employers apparently held her as close to the half-page advertisements as they held Brisbane to the full-page. Let us follow the coincidence a little way. In the issue of January 7, 1909, Annette Kellerman had a half-page advertisement, the first of many. In the issue of January 14 Nell Brinkley had a five-column illustration and story, headed: "Annette Kellerman is a Sweet and Pretty Girl." Then, on February 2, came a story with illustration by Nell Brinkley about Vesta Victoria, who had taken no half-page, but had advertised liberally in small doses. On February 15 appeared a Nell Brinkley drawing of Eleanor Hobson as "Glad" in "The Dawn of a To-morrow." That play had already received a one-page advertisement and a Brisbane editorial. On February 13, Edna Ang in a half-page advertisement (on February 23, three columns of Nell Brinkley on Edna Ang, February 27, a half-page advertisement for Stella Mayhew, March 3, three col-

Were It Not for 'Acid Mouth'

Your teeth should Last 100 Years —



THEIR flint-like enamel has but one sure destroyer—"acid mouth."

A dentifrice neutralizing or preventing acidity can preserve 95% of the teeth now subject to decay. Pebecco Tooth Paste is scientifically designed to save the teeth by removing the cause of decay. Scientific acid tests prove that the daily use of

PEBECO TOOTH PASTE

does prevent "acid mouth." (We send you free the Test Papers for this interesting test, on receipt of request.) Besides, Pebecco Tooth Paste is highly antiseptic and deodorant, securing a germ-free mouth and a sweet, wholesome breath. Pebecco heals and hardens bleeding, "spongy" gums and whitens and polishes the teeth without injuring the surface of the enamel.

Enough Pebecco for a ten days' trial—and acid test papers—will be sent upon request. With these you can prove our claims. Resolve to make the test.

Pebecco originated in the hygienic laboratories of F. Beiersdorf & Co., Hamburg, Germany. Its qualities soon gave it an enviable reputation as a real preserver of the teeth. It is sold in large 50c tubes in every country where care is taken of the teeth. It is very economical, for so little is needed for perfect results. Use only one-third of a brushful.

LEHN & FINKE, 10-4 William St., New York
Producers of Loh & Fish's Ricorin Saline Powder

Actual size of entire large 50-cent tube

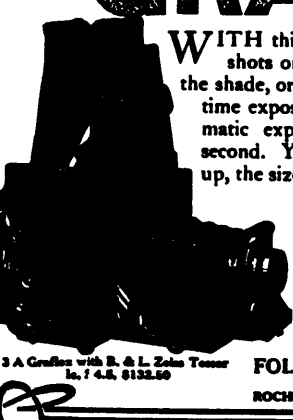
GRAFLEX

WITH this Camera you can make snap shots on dark or cloudy days and in the shade, or even indoors. You can make time exposures of any duration, or automatic exposures from 1/10 to 1/1000 of a second. You can see the image right side up, the size it will appear in the negative, up to the instant of exposure.

☞ The 3-A Graflex makes a picture 3 1/2 x 5 1/2 on 3-A Kodak daylight loading film cartridge.

☞ Graflex Catalog free at your dealer's, or

FOLMER & SCHWING DIVISION
KODAK SAFETY FILM COMPANY
ROCHESTER, NEW YORK



ELGIN WATCHES ON CREDIT

Special This Month \$16.50
17-JEWEL GENUINE ELGIN
In 20-Year Gold Filled Case only
Sent Postal on FREE TRIAL of our Special Best Bottom Watch Plan

Let me send you this beautiful Genuin 17-Jewel Elgin Watch Complete in 20-Year Gold Filled Case, the BIGGEST ELGIN (IN EVERY OFFER) NO MONEY DOWN \$2 A MONTH

You Assume No Risk Whatever in Dealing With Us—
because before you buy or pay one cent, we place the watch right in your own hands and let it do its own talking. We ask NO SECURITY and NO INTEREST—just plain honesty amount work. Our Elgin Watch WILL TRUST YOU, so that you need never be afraid. You can return our watch any time you wish. We will refund you the full amount of the purchase price. No money down. \$2 a month. Write today for our Big Free Watch and Jewelry Catalogue. It tells all about our easy credit plan and how to send Elgin and Jewel E.W., Raymond and El and 20 Jewel Elgin Watches everywhere on Free Trial, without security deposit, possibly insured to you any time you wish. HARRIS-COAR CO., Dept. 116, Kansas City, Mo.

WATCH AND JEWELRY
Book FREE Write for it.



FIRST MORTGAGE BONDS

How to Test Them:

For more than 20 years the HOUSE OF STRAUS has been gathering the investment experience which is now offered to you without cost or obligation.

If you have \$100 or more now lying idle or drawing only the usual 2% to 3% interest, you are entitled to a more substantial earning on your money.

And there are a number of opportunities to enjoy the maximum 4% interest rate with security and protection equal to or better than that any modern savings bank could possibly offer. This data is now

Placed at Your Disposal Absolutely Without Cost

During 27 years of business in the sale of first mortgage bonds on improved, income-producing, selected Chicago real estate with a margin of safety in no case less than 100 per cent no investor has ever lost a dollar of principal or interest on securities purchased of us.



If you are interested in a type of investment which offers a quick, profitable and subject to our representation a large time, we will gladly send you without expense the Investors Magazine—a dependable and highly recommended investment guide and a very convenient reference should you wish to. A address Dept 905

SW STRAUS & Co.
MORTGAGE AND BOND BANKERS
STRAUS BUILDING CHICAGO

Safety and 5%

\$1,000 Coupon Series Gold Bonds

Secured by first mortgage on levelled estate and 15-story fireproof, steel constructed building located in town and shore in Chicago. Original loan \$200,000—amount paid and credited to date \$1,000,000—outstanding \$115,000.



LOCATION

Property is located midway between the best retail and wholesale districts of St. Louis. Just opposite the St. Louis Union Station and within walking distance of the St. Louis Convention Center, the St. Louis Hotel, the St. Louis Club, the St. Louis Casino, the St. Louis Race Track, the St. Louis Golf Course, the St. Louis Zoo, the St. Louis Park, the St. Louis Cemetery, the St. Louis Public Library, the St. Louis Art Museum, the St. Louis Botanical Garden, the St. Louis Zoo, the St. Louis Park, the St. Louis Cemetery, the St. Louis Public Library, the St. Louis Art Museum, the St. Louis Botanical Garden.

Real Estate Loan Department
MERCANTILE TRUST COMPANY
ST. LOUIS, MISSOURI
Capital and Surplus, \$5,000,000



The Hammer Never Touches the Firing Pin

When our patents expire, every revolver in the world will have the famous Iver Johnson Safety Action. Our catalog tells why.

Iver Johnson's Arms and Cycle Works
145 River Street
Fitchburg, Mass.

The Jefferson County Building & Loan Association
6% OF BIRMINGHAM, ALA. 8%
We save on the shares the interest. No investment is over of 1000 shares. Write for particulars.
F. H. JARVIS, President, 217 N. 21st St.

The American Newspaper

(Continued from page 30)

it just one story. This was a small item noting that the circus had opened, and that a trapeze performer had broken his wrist.

All this represents the third and lowest degree of newspaper business ethics. To the publisher of this degree, the news and editorial pages are his to use for getting business whenever they may help; the only brake upon his activities in this direction is the fear that he will lose public confidence and so reduce that circulation which he is selling to advertisers. One degree higher are those publishers who believe in drawing the line between the advertising and editorial departments. "Our advertising columns," they say, "are a bulletin board whereon any one, for a stated price, may post any notice he wishes. We pay no attention to the bulletin-board when we are making our own part of the newspaper. Hold us to the strictest accountability for what we publish as news and editorial; but we can not answer for the advertisements." So the poison of patent medicine, the obscenity of quack doctors, the lures of loan sharks, the swindling promises of mining advertisers, are all fair publications matter for a newspaper which assumes lofty attitudes on its editorial page. During the early period of the advertising craze, newspapers edited their advertising by this rule alone. Some of the best went so far as to publish freely the "personals" whose intention was so plain and so obvious that it can not be mentioned here.

The Question of a Child

PUBLIC sense of decency forestall many from this absurd attitude. "The question of a child," says one newspaper philosopher, "has killed many and many a bad advertisement." For the announcements of patent medicines and of quack physicians included words which no editor would dare use in his own department. When people began stopping their newspapers because they would not have such matter on their center-tables, some publishers saw the light. The more sensible advertisers helped. They refused to appear on the same page with these indecencies; there are instances of refusal to appear at all in a newspaper so conducted. The better and more honorable publications put the knife to this class of matter. The "personals," rather a small revenue-getter at best, went first. I believe that no newspaper of any pretension to standing admits them now, although the San Francisco "Chronicle" and the Cincinnati "Enquirer" have given in only of late. More grudgingly, publishers cut out the steady and paying quack advertisements; more than half of the metropolitan newspapers have finished with these. Still, as late as last autumn, John R. McLean published in his Cincinnati "Enquirer" a column of these advertisements which verged on violation of the law against mailing obscene matter. Perhaps McLean relied for his immunity upon the fact that he owns also the Washington "Post," the unofficial Government organ. Still more grudgingly publishers pruned their patent medicine advertising. Few, however, reject this matter wholly.

Forced by the public to a new policy, commercial publishers modified the rules governing the "bulletin-board." "Let the public post anything," they said, "so long as the matter does not injure public morals." So they began to refuse quackeries, obscenities, and assignments, but they continued to admit loan sharks, whom they knew to be swindlers, crooked mining stocks, "racing tips," and clairvoyants. These, you see, do not injure public morals. The editorial page, the news column, might be attacking the faker, while the adjoining advertising section promoted his little game. In New York, the "Journal" was denouncing the race-tracks, while taking money from touts and bookmakers, to advertise tips on the races.

The Magazine Standard

OF course, this rule of the commercial publisher is disingenuous. He can not fairly assume to conduct a censor of abuses while accepting revenue from these very abuses. It is true that the distinction between fair and false advertising is sometimes very fine. But certain advertisers, certain whole classes of advertising, are known to be fraudulent; and unless it reject them, the newspaper can not be consistent. As a matter of fact, only a few are. The New York "Evening Post" has always been highly virtuous in this regard, as in all others. Some of the excellent small city journals like the Springfield "Republican" draw the line honestly. Of late, the Kansas City "Star," the Philadelphia "North American," and the New York "Times" approach what advertising men call the "magazine standard."

(Continued on page 34)



Civilization—from Signal Fire to Telephone

THE telephone gives the widest range to personal communication. Civilization has been extended by means of communication.

He is directly benefited by every extension of his own possibilities.

He is indirectly benefited by the extension of the same possibilities to others, just as he is benefited by the extension of the use of his own language.

The measure of the progress of mankind is the difference between the signal fire of the Indian and the telephone service of to-day.

Any increase in the number of telephones increases the usefulness of each telephone connected with this system.

Each telephone user has a personal interest in the growth of the whole telephone system.

The Bell System is designed to provide Universal service.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy

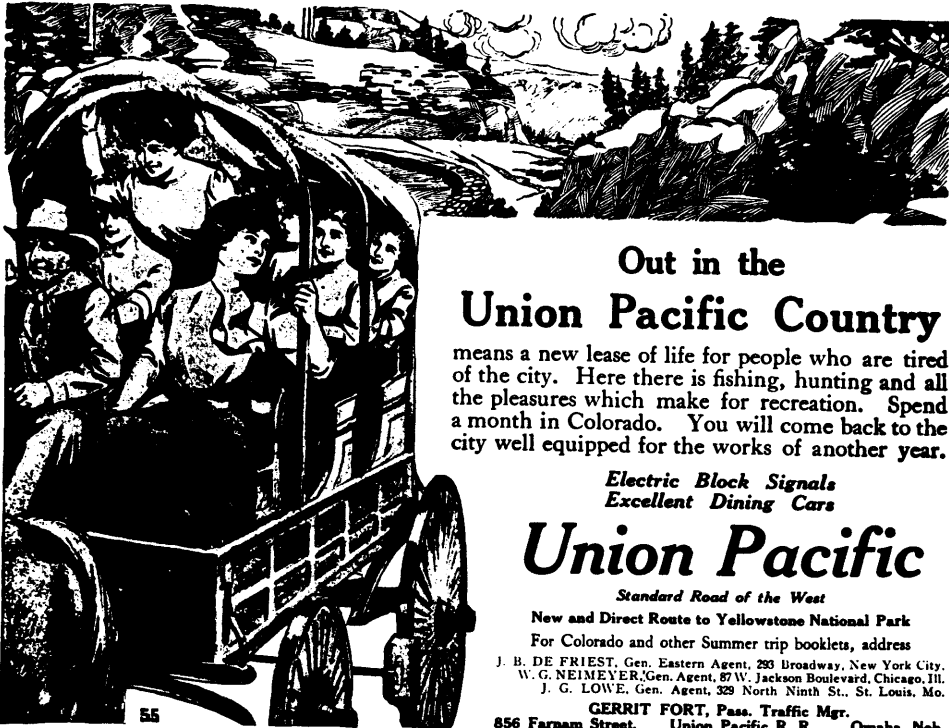
One System

Universal Service

8% DIVIDENDS have been paid for the past two years (quarterly) upon our Cumulative Preferred shares, which are a first lien upon all of our properties in North Dakota, South Dakota, Montana, Idaho and Oregon—in twelve young cities. These shares also are protected by a Sinking Fund deposit, with one of the strongest Trust Companies in Philadelphia, of land contracts (bills receivable), in excess of the amount of Preferred shares outstanding. Monthly cash payments received upon these contracts are held in trust for the payment of dividends and ultimate liquidation—at the option of the investor—of our Preferred shares. We believe that this Trust Agreement makes our Preferred shares an absolutely safe 8% investment. Shares are \$100 each. Address

NORTHWEST TOWNSITE COMPANY
308 Chestnut Street Philadelphia, Pa.

Colorado



Out in the Union Pacific Country

means a new lease of life for people who are tired of the city. Here there is fishing, hunting and all the pleasures which make for recreation. Spend a month in Colorado. You will come back to the city well equipped for the works of another year.

Electric Block Signals
Excellent Dining Cars

Union Pacific

Standard Road of the West

New and Direct Route to Yellowstone National Park
For Colorado and other Summer trip booklets, address

J. B. DE FRIEST, Gen. Eastern Agent, 293 Broadway, New York City.
W. G. NEIMEYER, Gen. Agent, 87 W. Jackson Boulevard, Chicago, Ill.
J. G. LOWE, Gen. Agent, 329 North Ninth St., St. Louis, Mo.

GERRIT FORT, Pass. Traffic Mgr.
Union Pacific R. R., Omaha, Neb.
856 Farnam Street.

ASK ABOUT OUR ALL-EXPENSE TOURS OF YELLOWSTONE NATIONAL PARK

Phoenix Silk
DON'T let the low price suggest "near silk" or spun silk—Phoenix Silk Hose is made of the same shimmery, genuine silk you'd expect in the costliest hose. And we warrant it to wear. There's a point worth remembering.

Guaranteed—No Holes, Three Months

Every four-pair box contains that guaranty. If any of the four pairs show a hole within three months, you will be given new hose free. Box of four pairs \$2. Twelve colors. We'll fill your order direct if your dealer can't.

Phoenix Knitting Works
Makers of the Phoenix Muffler and Phoenix Registered Hose

50¢
Women's 75¢

Box of 4 pairs \$3.00
Same guaranty. Nine colors

232 Broadway, Milwaukee



Canadian Pacific Offers YOU Farm in Sunny Alberta, Near Existing Railway Lines

The best chance for a first selection of low-priced land in Central Alberta, near existing railway lines. Thousands of home seekers and shrewd investors have snapped up all the former tracts offered by the Canadian Pacific Railway. This new one just now opened is your best chance. Here you'll find American neighbors—400,000 acres in this district were bought by American home seekers during 1910. Now we offer 2,800,000 additional acres—the pick of the Province, the finest wheat land on the continent—where farms are often paid for with one season's crops—where climate, soil, transportation and markets combine to build fortunes fast. The eyes of the world are on this country. Yet right here by the railroad, among neighbors, where good roads, schools and all sound social conditions are established, we offer you a farm at \$12 to \$25 an Acre.

Three Ways of Buying Your Farm—at your Option

FOR INVESTMENT—One-sixth cash, balance in five equal annual installments.

DEVELOPMENT BY SETTLER—One-tenth cash, balance in nine equal annual installments.

CROP PAYMENT PLAN—In partnership with Canadian Pacific Railway, one-third cash, balance by crop payment—**NO CROP—NO PAY.**

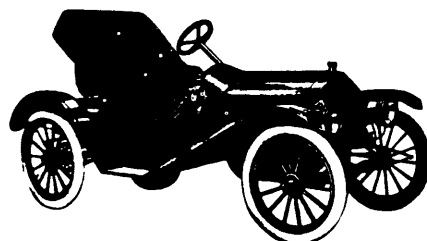
"Think of it! Such an offer of the choicest of the Last Best West. The gate is unlocked to the best great tract of virgin land in Sunny Alberta. Districts previously sold are making fortunes for American farmers who realize that Western Canada is the future source of wheat supply for the United States.

Write for Free Book NOW

First come first served; earliest arrival biggest value quickest results. Write quick for "Alberta Hand Book" and all the facts about this land of home and fortune. Address:

J. S. Dennis, Manager, Alberta Land Dept.,
CANADIAN PACIFIC RAILWAY
290 9th Ave., West, Calgary, Alberta, Can.

Metz "Twenty-two" Water Cooled



Completely equipped \$600
as shown

High Tension Magneto Ignition
Four cylinder motor twenty-two HP, valves and all moving parts enclosed and dust proof.

10,000 Miles on Set of Tires
Ask for Book "C" with bill Climbing guarantee

GOOD DEALERS WANTED IN UNOCCUPIED TERRITORY

May Deliveries.
Capacity 10,000 Cars per year

METZ COMPANY, WALTHAM, MASS.

The history of that magazine standard should be a lesson to the commercial publisher. Our first periodicals took advertisements of low class; even in the early nineties, certain get-rich-quick real-estate agents hooked their dupes through the magazines. Who saw the better way is a matter of dispute, but the late Albert E. Brady of "McClure's," a genius in the business of publication, or Thomas Balmer of the "Ladies' Home Journal," first put the new standard into effect. They refused all crooked, obscene, harmful advertising. They investigated all commodities which came near the line. They made their part of their magazines so clean, so desirable for respectable company, that the great, valuable national contracts poured into them. The rest of the other magazines followed this policy. To-day, not all the periodicals are free from fraud and obscenity, but the most successful are. And with that clean-up began the great expansion in magazine advertising.

National Advertisers

"WHERE you pull up a weed, a rose will grow," says a national advertising expert. "For every doubtful contract you throw out, you'll get in the long run a bigger clean contract." Perhaps he exaggerates; but there is reason to believe that the business manager, in maintaining his false "bulletin-board" policy is as short-sighted as when he stultifies and gags his writers because he will not face down advertisers. Among the national manufacturers of commodities for the people only two per cent use the newspapers as a means of salesmanship. What of the other ninety-eight per cent? If they advertise at all, they generally use the magazines, where they travel in respectable company. Were the newspapers clean media, these advertisers would use them. Whether they would advertise enough to replace the receipts from quacks, poisoners, thieves, and swindlers, none can say. Perhaps the experiment is worth trying. And that ninety-eight per cent will not enter the newspapers in bulk so long as they must associate with poisoners and thieves.

Capital is timid; and the business office represents capital. Journalism should be brave. Let it be intellectual if you will, but first of all the tribune of the people must have courage. This advertising quandary is another expression of the anomaly in modern American journalism—the imperfect mixture of two antagonistic elements, and the frequent prevalence of the less admirable. Upstart journalists, willing to risk life itself that they may "get the story," to hazard friendship and personal esteem that they may attack special privilege and veiled injustice—for such is the spirit and custom of the craft. Downstairs—usually—a publisher frightened at the loss of a hundred dollars in advertising.

Cowed by Phantoms

At what phantoms, what sheets on sticks, does he cower? When the public first demanded suppression of "massage parlors" and assignation advertisements, the business managers responded that newspapers could not exist without them. But the public and the editorial staffs prevailed. The personals went; and no newspaper failed. The business office could not spare patent medicine advertisements. No; but after the expose of 1906, public feeling and new laws forced these salesmen of poisons out of newspapers by thousands of columns. And no one failed. On the contrary, general experience squared with the opinion of the national advertising expert. Where one weed came up, two roses grew. Finally, and most pertinent of all to the public, I have seldom known a case where newspaper resistance to advertising control—if the advertiser was not backed by larger interests—did not eventually profit the newspaper. Again and again, publishers, irritated by unreasonable demands on the part of some advertiser, have answered with a flat refusal. Always, the advertiser withdrew; and almost always, after his blood cooled and his business judgment asserted itself, he came back—because he "needed the newspaper in his business"—with renewed faith in that particular journal as an advertising medium. When the department stores of Denver boycotted the newspapers, they simply emptied their own aisles and filled the shops of little competitors.

These publishers walked up to the phantom, and it vanished. They dared risk revenue and their courage paid in cold cash. Nevertheless, the advertiser does not always, does not usually, stand alone. And when he represents not only himself, but all the vested powers there is in our modern world, he is not a phantom. He is a creature of flesh and blood, and mail; he will not vanish before a brave front. That combination and its effects we shall consider in the next article.

The American Newspaper

A Study of Journalism in Its Relation to the Public

By WILL IRWIN

XI.—“Our Kind of People”

The line where advertising influence becomes undeniably dangerous to the public interest—when advertisers slant or choke editorial policies. The process, still more dangerous, where the advertiser is the club of “big business” over the newspaper. Examples from the history of the Standard Oil Company, the Sugar Trust, the Coca-Cola Company, and other “interests,” point the moral of this article



THE business manager of a lively little metropolitan newspaper sat one morning receiving reports from his staff. The publication was new; it had worked up a limited circulation by exposing a few ugly corners of the city,

high finance to the small advertiser, comes an influence which affects the greater policies of newspapers. This is not yet a system, although certain pirates have tried to make it one. Nevertheless, it is a potent influence.

As an example of the first stage of this process—the advertiser looking out for his own—take a late social phenomenon in Chicago. The newspapers of that city, detractors to the contrary notwithstanding, are fairly free from advertising control over the news. Some of them even give the name of the store in reporting a shoplifting case—a little thing, but significant. Nevertheless, there are ugly spots in Chicago, fair game for newspaper investigation, which have never seen the light because an advertiser has protected them. In 1909, after the investigation of the “White Slave Traffic” in New York, the Chicago newspapers got up some excitement by exposing a like condition in their slum district. One-half of the story they never told. A feeder of the dive and brothel is the cheap department store, which pays wages at a scale below the lowest cost of living, and all but forces its girl employees to supplement their wages by other means. In this respect Chicago is perhaps a little worse than the average. And, although the reporters who investigated the white slave traffic tried to shoot it out to the public, no Chicago newspaper whispered the fact that this business policy makes “white slaves.” The publishers have their defense; but it will not stand in court. They say that the white slave prosecutions came out in regular course of the news, that they would have to “go out after” the department store feeder. But the Chicago newspapers were all “going out after things, which did not touch their interests, just then the Tribune” free again after a period of hate control, was departing from its news-routine to attack Senator Lorimer’s election. Even such an enlightened and independent newspaper, upstairs and down, as the New York “World,” showed its fear of department store advertising when it rejected the late O. Henry’s “Unfinished Story.” The author was then under contract to deliver a story a week. He had scoured or riddled all Manhattan “society” and slums, clergy and police alike. This story, however, treated of a store-girl who was weighing her meager seven dollars a week against her virtue. Out it went, although, after a magazine published it, “The Unfinished Story” became O. Henry’s most popular tale. I give the “World” absolute solution, however. When, last year, Gimbel Brothers entered New York with a new department store and tried to change the name of Greceley Square to Gimbel Square, the “World” risked its advertising to resist them.

—but they stand guard between the newspaper and the transportation companies. Though better transit would halve the time between suburb and shopping district, thereby bringing more customers to the stores, the alliance between street railroads and banks, banks and department stores, holds advertisers to a policy against their own ultimate interests.

Denver saw the system come clean to the surface. Colorado was engaged in the desperate war between the Mine Owners’ Association and the Western Federation of Miners—vested injustice against mob violence. The factions cleft the State; business sided with the mine owners, labor with the Federation. T. M. Patterson’s “News” and “Times,” alone among Denver newspapers, supported the miners. If Patterson was pleading partly for his private interests, so were the others; if he had only half the right on his side, so had the others. When the fight reached its climax, the advertisers in formal meeting withdrew their support from these important newspapers. The department stores left in a body. But for an accident, Patterson must have thrown his whole fortune into the doubtful balance, or failed. He found that \$40,000 worth of stock in one department store was on the market. He purchased this share for spot cash; as a member of the company he forced the advertising back into the “News”; and the other department stores, by the law of competition, had to abandon “principle” and follow.

Standard Oil tested this peculiarity of journalism in the nineties, and found it good for the purposes of Standard Oil. The company was in the desperate pipeline war. It had bought a string of newspapers from Oil City to Cleveland, but it could get no other support. All Ohio journalism was snapping at its heels. Dan O’Day, the clever old Standard Oil “fixer,” visited Toledo to see what could be done. “I’ve got it—Mica Axle Grease!” he said one day.

Mica Axle Grease was a new by-product of Standard Oil. One small factory was manufacturing it as an experiment.

to which its older and more conservative rivals remained blind. Though sales and subscriptions had arrived, advertising lagged.

A solicitor entered. “Nothing doing with the Sound Coal Company’s ad,” he said. “You remember you told me to ask why they advertised with the ‘News’ and the ‘Globe’ at their rate, and not with us at ours?”

“Yes.” “Well, they said the ad in the ‘Globe’ was a mistake, anyhow. They didn’t intend to keep it up. They’re going to do all their advertising in the ‘News’ hereafter. I asked for a reason; of course I knew, but I wanted them to put themselves on record. And they were fools enough to do it.”

“What did they say?”

“We give our business to our kind of people.” And “our kind of people”—the newspaper which I have called the “News”—was weaving a curious web of history. A fine, established property, it had been offered for sale two years before; the price was probably about \$1,500,000. A financial reporter, able but penniless, had bought it and become its visible head. Reformers and rivals suspected where the money came from, even found the bank upon which the reporter drew; they could never trace the real purchaser. From that time forth the “News” went on, an excellent journal technically, free and wise on national issues, sharp in reporting unimportant local news, but blind to certain political and corporate abuses in its own city and State. So was it “our kind of people”; and so it prospered in the department of advertising.

Here was an example of that stage in advertising control when the process grows dangerous to a free press and a free commonwealth. It would seem on the surface that the ordinary suppression of news, as when a department store keeps its own accidents and scandals from the public, matters very little in the aggregate. That is not true, as every honest newspaper man knows; such things work with marvellous certitude to take the spirit and independence out of a newspaper staff—but let that pass. When, however, the advertiser presumes to dabble in editorial matters, the harm is patent and beyond argument. There is here room for argument when he slants newspaper policies on behalf of what we call “big business.”

To a degree varying with the locality, “big business” is a complicated web of mutual interests, mutual concessions. The coal company, like this one which favors “our kind of people,” has borrowed from a bank, and hypothecated its stock with a trust company. Its directors have intimate relations with directors of public utility corporations and trusts. And “big business,” though often torn by internal dissensions, divided into hostile factions, presents a fairly undivided front to the outsider. So, from





With every Ohio newspaper worth considering, O'Day placed an advertisement for Mica Axle Grease. He drew the contracts to run eighteen months, cash payment monthly. Nearly all accepted. Some, seeing the purport of this advertisement, asked four or five times the regular rate. O'Day held them to their cards. He said not one word about policy. He merely sent out the contracts and the monthly checks, and waited.

By two months the tone of the Ohio press had changed. By six months, some of the stiffer-necked, relying on the certainty of Standard Oil payment, had begun to discount the monthly check at the bank in advance of its arrival, whereupon they, too, "shut up." By a year the "knocking" of Standard Oil ceased in Ohio.

"It Pays to Advertise"

THIS campaign had one unexpected result. Before the eighteen months expired, Mica Axle Grease had put up six new factory buildings to meet the demand. From an unconsidered by-product it became a most valuable profit-maker. This story, therefore, illustrates in two ways the value of advertising.

Respect for the advertiser and his backer held part of the Southern press in line for the old régime during the prohibition wave. The Anti-Saloon League, the power behind the movement, nominated no candidate of its own. Instead, it threw its power always to that candidate of the old parties least committed to the liquor interests, and most friendly to prohibition. So, when once it got over the ridge, it rolled down hill like a snowball, gathering in politicians. Men who drank their pint of straight whisky a day took the stump successively for local option, for county option, for State-wide prohibition. Had they looked more to subscribers than to advertisers, nearly all the newspapers would have made the same bid for popularity. But brewers and manufacturers of "bottle goods" advertise heavily, and especially in prohibition districts, where the consumer must order by mail. The brewers and distillers issued a few warnings by ceasing to advertise in newspapers which "went dry." The lesson stuck. Certain struggling journals, just above the margin of profits, looked affectionately on their three or four columns of liquor advertisement. Without one word of warning from politicians or liquor firms, they opposed prohibition, or, in districts where the sentiment was too strong, held their peace. The brewers bribed newspapers, it is true; in Missouri they subsidized—and may still be subsidizing—many country editors. The country newspaper is either the angel or the devil of journalism. But this feat for revenue was, after all, their best card.

The "Tacit Offer of Friendship"

THE American Tobacco Company has availed itself of this weakness in the press; and, more recently, the Sugar Trust. The late sugar exposé, in which Secretary of War Stimson won his spurs, came in two episodes—a little tempest, prematurely lulled, and then the storm. During the lull the Trust inserted in the newspaper trade journals advertisements and "reading notices," proclaiming a \$100,000 advertising campaign in the newspapers, and communicated with publishers to the same effect. They never asked any favors—doubtless, like O'Day, they were too wise to take that risk. They must have known that the sight of such a large, profitable advertisement in his pages would influence a weak brother here and there, make him tone down his editorial attacks or withhold his hand altogether. A national advertising expert who has done such work sums it up as follows: "Advertising is practical psychology. I know that the advertisement is a kind of tacit offer of friendship. It won't silence all the press, nor even most of it, but I calculate that it will take at least twenty-five per cent of the force out of a general newspaper attack."

We have just witnessed, however, a case where the work must have been done not with a rapier but with a bludgeon. The Coca-Cola Company of Atlanta, maker of a popular soda-fountain beverage, has been through another phase of its litigation with the Government's pure-food experts. Dr. Har-

vey W. Wiley charged that the addition of free caffeine to the mixture was in violation of law. The case was tried in Chattanooga, and the company won. Now Coca-Cola is one of the greatest of national advertisers, and it uses the newspapers liberally in the "dry" South, where its wares are widely consumed as a non-alcoholic substitute for liquor. Many Southern newspapers demanded that the Associated Press carry news of the trial, the Associated Press, being servant to the whole body of its newspapers, very properly acquiesced. So the decision was freely reported—even as far north as New York, where a Hearst paper carried the story. Not only that; hard upon the decision some Southern newspaper or other printed a leading editorial deploring "the attack on a great Southern industry." This editorial was clipped in full all through the Southern press, even in districts far too remote from Atlanta to be affected in the least by the success or failure of the Coca-Cola Company. A clipping of the editorial used to arrive in the newspaper offices in the same mail with the advance advertising copy of Coca-Cola. A word to the wise which was usually sufficient.

In the panic of 1907 and the curiously brief hard times which followed, the press of the United States generally published its idea of the exact truth about the situation in Wall Street, far away, and kept still about the home situation, or lied. Certain managing editors present a vehement defense for this course. "The end justifies the means." They say that the depression was brief and harmless, as compared to the hard times of 1873 and 1893, just because the newspapers howled prosperity and hid the real conditions. This might stand as a defense, except for one fact. Newspapers which lied most brazenly were assuming to be tribunes of the "common people", and on the common people this policy often weighed most cruelly. Pittsburg was hard hit. Two banks had failed, mills were closing every day. The Pittsburg newspapers suddenly began printing "news" of a great industrial revival. So, thought the financial powers, people would spend their money instead of hoarding it, and business would go on. Well, it did go on, and Pittsburg recovered. But four thousand discharged mill-hands from outside cities read these false reports and crowded into Pittsburg, to find further poverty and misery.

Or again: the Chicago banks weathered the crisis well, yet many of them refused cash to depositors, issuing instead cashiers' checks to pay running expenses. Why? They were getting from New York call loan rates on their money. This was oppression—taking advantage of distress to fill their pockets. The financial reporters all knew about this process. It was news—good news. Perhaps they turned the story into their offices; more likely they saved themselves the trouble. At any rate, none printed it.

In 1901, when bubonic plague first appeared in San Francisco, "big business" and the advertisers decided that the newspapers should be not only silent but false, lest tourists, settlers, and customers shun the city. The publishers met in the famous "midnight conference." All save the Hearst man pledged themselves to lie about the plague situation; and the Hearst man joined the majority before long. The Government experts found that the plague had

arrived. The newspapers reviled them, hampered their work, rendered their quarantines ineffective. The plague lingered. San Francisco is only just finished with fighting it. Had the newspapers told the truth in 1901, they would have saved the city some lives, and millions of dollars. In this case no one directly threatened withdrawal of advertising; the fact that the financial powers, including the great department stores, were strongly on one side was enough for publishers and managing editors trained in the modern commercial school.

Writing in Fetters

NOW this process, going on in every corner of the country, has subtly but importantly changed the whole character of the editorial executive. For, generally speaking, by his financial success alone is the managing editor or editor-in-chief known to the owner or the syndicate of owners. He who has slashed recklessly, regardless of business office receipts, has characteristically been identified with failing or languishing newspapers. Though he have ability, integrity, news sense, and energy, he is not transferred up from Oshkosh to Peoria and from Peoria to Chicago. When the executive vacancy occurs in Chicago, the owners, of course, study the records of candidates. Brown is able—yes. But see how much money his rival made last year, how little his own newspaper! There is Green. His Peoria newspaper has made money. And Green gets the job, not because he is a great editor, but because he has known how to placate advertisers and "big business." Green may have all kinds of messages for the people. He will attack, defend, or expose as freely as any one else when the pocket of his newspaper is untouched; but on such local issues as affect the backers of his advertisers, he will make compromises. He goes to the top, and Brown stands still.

Still, that most managing editors are cravens before big business interests is not quite true. Unlike the publishers, they characteristically struggle against the system, try to evade and to elude it. They reach through the bars which imprison them, striking a blow here, whacking a head there; often they yield sullenly, and by their sullenness make ineffective a policy which owners or advertisers have imposed upon them. I know one great newspaper in the Middle West whose directors forced the editorial staff to support a highly corrupt politician. The underlings who did the work wrote half-heartedly; and by tiny insinuations in the news columns they hurt the cause as much as they helped.

Local Inconsistencies

BOND-SLAVES to convenience, and to a system which was none of their making, directing editors pick and choose, now avoiding a dark place because a watch-dog of advertising sits on guard before it, now using all persuasiveness to convince the publisher that publication of this or that derogatory story will not harm his business in the long run, now confessing absolute defeat and renewing the battle on another line. Heney was struggling in San Francisco to convict Patrick Calhoun of the United Railways, and, going further, to curb the Southern Pacific machine. But two San Francisco newspapers, and, in the end, only one, fought with him. Joseph W. Folk came lecturing; and all the San Francisco newspapers praised Folk. In St. Louis, the organs which ridiculed Folk when he was trying to convict Butler, praised Heney in news and editorial. The Philadelphia press supported Quay or held its peace; but it denounced Tammany. Now some of this arises from the bandages which prejudice and acquaintance draw over all eyes when it is a question of local issues, but more from forced reverence for the sources of income. The managing editor is become a diplomat, standing between his newspaper's integrity, its inherent mission of truth-telling, and a hundred influences at work on the proprietor to "get the story in" or "keep the story out." Daily he compromises; and compromises not only with the advertiser and the powers behind him, but with certain influences from within which hamper free presentation of the news and of his opinion thereon.



The daily press as "Our Kind of People" would like it

invitations represent "big business"—"our kind of people." To those who favor them "our kind of people" are warm; to the others, cold.

Now reporting goes largely by acquaintance; and valuable acquaintance in Washington involves surrender to the Washington point of view. The most useful correspondent is he who has the best news sources. Such a man must respect "our kind of people" and the Washington idea, even though he tell only half truths. So Washington correspondence, viewed in bulk, tends always toward the side of the powerful. Says an Insurgent Representative: "I've seen a correspondent sail into Washington shooting guns to port and starboard and turning all his searchlights on the shame of the Solons. I've seen him six months later eating out of every official hand between the White House and the Capitol." Hearst himself could never keep his Washington correspondents militant. The Washington reporter surrenders to the very influence which may be binding his employer at home.

The financial drag on newspapers is fair game for illustrative example. Here, the law of libel hampers me, as it hampers the free contemporaries of certain slavish newspapers. It is not enough to tell the truth; one must be able to prove it. That one newspaper exists to fight the battles of a railroad; that a second stopped attacking a great and corrupt corporation at the price of a loan from a bank; that



Medill McCormick, "a good publisher upstairs and down"

a third fell into the same silence concerning the same corporation because its publisher made a profitable investment in the corporation's lands; that a fourth keeps hands off the local political gang because it borrows from the trust company which finances the public service corporation which uses the gang—all these things I know with the private certainty which is just short of public proof. The names and cities are in my mind as I write.

But the process comes now and then to the surface—sometimes years after the fact. We know now, as we suspected then, that Senator Clark secretly owned a string of newspapers, and that Marcus Daly subsidized another string, during the copper feud in Montana. The world has long believed that James J. Hill exerted an undue influence over certain newspapers of the Northwest. We know now that the Great Northern Railroad owns \$170,000 worth of bonds in that excellent newspaper, the Seattle "Post-Intelligencer."

An interesting illustration of the way of a bank with a newspaper came out of Omaha in 1892. That is a long time ago; moreover, the controlling influence sought not to affect policies, but to suppress an important piece of news. Still further, the publisher thus gagged has been an exemplar of militant journalism and honest politics; this example shows only how one must sometimes jettison cargo to save the ship. But the story is worth telling for its own sake.

¹This would have been the proper place for narration of that incident in the history of the Boston "Traveler" where John H. Faby declared that William A. Gaston and Robert Winsor tried to force him out as publisher because he would not accept political dictation from them. Allegations have been brought forward from the other side which vastly complicate this case; and since the witnesses are now scattered all over the world, it has been impossible to get at the truth in time for publication in this issue. We will return to this subject after the close of the present series.—THE EDITORS.

On one side of the street was Edward Rosewater's established evening "Bee," a newspaper not disposed to do anything to hurt any one who had a great deal of money; on the other, Gilbert M. Hitchcock's lively but struggling morning and evening "World-Herald." One spring morning a country correspondent telegraphed that ex-Judge Joseph Clarkson had been drowned in Honey Creek Lake. Scarcely any sudden death would have made more sensation in Omaha. Every one knew him, and most liked him. He was a figure.

The "World-Herald" sent out all its available forces to Honey Creek Lake. They found half the lawyers in Omaha wading across its shallow bottom.



James Keeley, "the world's greatest news impresario"

The case seemed perfectly plain. Clarkson had gone alone to the lake, fishing. At nightfall he told the lodge-keeper that he wanted a swin. He launched a boat and rowed away. He did not return; and next morning the keeper found the boat, empty except for Clarkson's clothes, at the mouth of a far creek. But persistent dredging failed to discover the body. A fact which, as the event proved, had nothing to do with the case, stirred up suspicion in the "World-Herald" office. Clarkson had \$25,000 insurance. The "World-Herald" mentioned this fact, and Clarkson's partners protested at the insinuation. The managing editor let his intuition play on the case; and he assigned E. A. Grimm and Thomas Hunt, reporters, to confirm his suspicions.

Tommy Hunt, now a Chicago newspaper man, then a cub reporter just promoted from office boy, walked on to the first clue. On the bank by the abandoned boat he saw the tracks of a brand-new shoe. Inch by inch he went over the ground. The tracks led straight away from the boat. In the bushes he found some bits of cloth. They were tags such as makers sew into ready-made clothes—and new. He interviewed the keeper again. Yes, Clarkson had brought a bundle to the lake. In fact, it "seemed like" he had taken it with him in the boat. Ready-made clothing tags bear the chest, waist, and leg measure. Hunt noted these figures on the tags, compared them with the measurements of Clarkson's abandoned clothes. They corresponded.

Proceeding on the theory that Clarkson had taken a full set of ready-made clothing into the boat, had changed before landing, and had disappeared deliberately, Hunt and Grimm worked in secret for two months. They discovered the clerk who sold the clothing. His memory of his customer matched their description of Clarkson. They followed all the roads which their suspect might have taken. In the shed of a schoolhouse they found some torn bits of paper. Pieced together, these formed a notice of insurance assessment which Clarkson had received the day before he disappeared. Through infinite trouble, they got a photograph of their man. A barber who remembered having shaved that face on the day after Clarkson disappeared. Finally came a little psychological touch. A few days before he disappeared, Clarkson had held a conversation with a tramp concerning the life of the road.

Everything was ready; stage by stage, Grimm and

Hunt had worked out a perfect piece of circumstantial evidence. The managing editor assigned star writers to prepare seven columns of sense. Hitchcock, the publisher, saw and approved; he wrote the headlines. Next morning the "World-Herald" roused in Omaha that "gee whizz" emotion which Arthur McEwen said should be in the first page of every newspaper.

The "Bee" came out that afternoon with a story which pleased the "World-Herald" staff a great deal. It showed that they had stirred things up. The "World-Herald" was a ghoul, said the "Bee"; it was making sensation out of grief. But while the "World-Herald" staff chuckled at their desks, Hitchcock received a telephone call. The bank wanted to see him—the bank from which he had borrowed part of his working capital. And in the directorate that bank sat a relative of Clarkson.

Hitchcock came back pale. He wrote and signed seven columns of apology, which he published next morning on the front page. The "World-Herald" was a liar. The editors, the star special writers, and the reporters were liars. On behalf of the newspaper he apologized to Omaha. As for Judge Clarkson, his honest bones rested at the bottom of Honey Creek Lake. One reporter wanted to thrash the "boss"; and the other cried. The managing editor consoled them with philosophy. The "Bee" could rave and the "World-Herald" apologize, he said; but every man



Joseph Medill, founder of the Chicago "Tribune"

woman, child, and banker who read their story knew that Judge Clarkson was not in Honey Creek Lake. "Just wait, boys," he added.

"And the boss used to slip a cog once in a while," says an incumbent of the "World-Herald." "He'd be sitting with the managing editor nights, and he'd shift feet and say: 'I wonder where Clarkson is?' And the managing editor would say, dead serious: 'Why, at the bottom of Honey Creek Lake.' And then they'd both smoke a while and think their own thoughts."

Spring and summer passed; and with the first frosty day of autumn the staff reported at the office to find the publisher getting out an extra. Clarkson had come back. He visited the office that afternoon to congratulate the staff on their acumen—"even the agricultural editor, who didn't know he'd left town," says my informant. In the last analysis Clarkson had no reason for his performance except a mania for disappearing. Since that time, in fact, he has done it again.

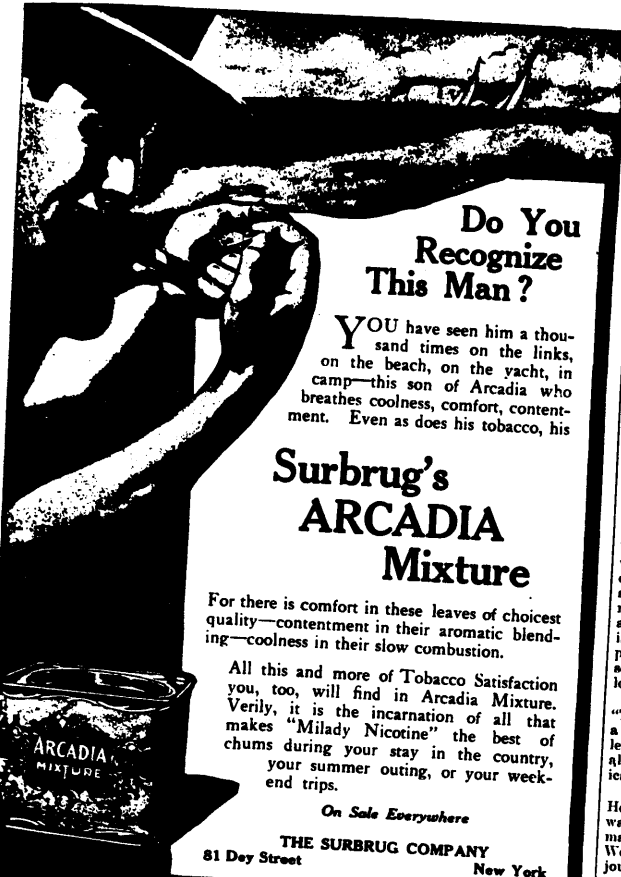
There is the "Leader" of Pittsburg. Journalism in the steel city is not exactly militant; and I can not give the "Leader" a wholly clean bill of health. It has been a voice in a great silence, but a husky and blatant voice; and it has had its own silences. Nevertheless, it has sometimes been the one true reporter of bad conditions in Pittsburg. And the "Leader" had been advocating social reforms inimical to the banks, from one of which Mr. Moore, the owner, had borrowed money. This was a straight loan; he was paying interest, and paying it on the notch.

Nevertheless, the bank sent for Moore. He found himself in a meeting of twenty-five bankers. The chairman went straight to the point.

"Stop it!" he said. "If you don't, none of us will take care of you." That is, the bank would foreclose; and no other bank would issue Moore a loan. He had the alternative of failure or of silence.

"You may break me," answered Moore. "It is in your power. You can't keep me from writing. Gen-

(Concluded from page 18)



Do You Recognize This Man?

YOU have seen him a thousand times on the links, on the beach, on the yacht, in camp—this son of Arcadia who breathes coolness, comfort, contentment. Even as does his tobacco, his

Surbrug's ARCADIA Mixture

For there is comfort in these leaves of choicest quality—contentment in their aromatic blending—coolness in their slow combustion.

All this and more of Tobacco Satisfaction you, too, will find in Arcadia Mixture. Verily, it is the incarnation of all that makes "Milady Nicotine" the best of chums during your stay in the country, your summer outing, or your week-end trips.

On Sale Everywhere

THE SURBRUG COMPANY
81 Dey Street New York

men, my signature to an article is worth some attention. And if you force me out, I shall have just enough money left to print and distribute a handbill. I'll drop it in every doorway, I'll paste it on every fence; and it will be the most interesting reading ever offered to the city of Pittsburgh." He left the meeting, he continued his policy, and he heard nothing further from the bankers.

How many a newspaper must have lived through such a drama—only with a different climax! For when the publisher lies down, swallows his dose, and keeps the friendship of the powers, we do not hear about it. Alone, the experienced journalist, compendium not only of publishable news but of unpublished information, sees the change in policy, remembers where the newspaper got its money, and, by putting two and two together, knows what he can not prove.

The Syndicate Influence

When one man heads a newspaper, he is at least responsible for its shortcomings and compromises. Though he is rich, he may remain more journalist than business man, as are Pulitzer in New York and Nelson in Kansas City. But when the newspaper is owned by a stock company, when its directors meet but to shave this year's expenses and increase next year's dividends, commercialism usually binds it. The height of its policy is then enlightened selfishness. If it approximate free journalism, it usually does so only because freedom may pay in the long run.

The remarkable history of the Chicago "Tribune"—not a "stock proposition" but a paper of several joint owners, nevertheless—illustrates this point: it illustrates also how the social poison mixes by chemical affinity with the financial poison.

Joseph Medill founded the "Tribune." He was of the Greeley school—a fighting, war-time editor with a blasting pen. He made it the great journal of the Middle West. Before he died, in the late nineties, journalism had become transformed. He saw the new era, as Greeley might not have done, and he made news efficiency march with editorial efficiency. In this his son-in-law, the late Robert W. Patterson, was a most able assistant. He was a remarkable news editor.

Medill owned most of the "Tribune" stock. His will left his holding in a twenty-five-year trust with three trustees of equal power. One was his son-in-law, Robert W. Patterson; a second his other son-in-law, Robert S. McCormick, later Ambassador to Hungary, to Russia, and to France; and the third, his old associate and personal attorney, William G. Beale. Under this management the publication went ahead wonderfully. Probably no American newspaper has ever employed so many men of ability verging on genius as the "Tribune" in the last decade. James Keeley is supreme in the United States as a news editor. No one else perceives so clearly and subtly what news value is; no one else can make such drama out of the day's events. William Hard, Joseph Medill Patterson, Tiffany Blake, nearly revived the lost arts of the essay in their editorials. Medill McCormick was a good publisher, not only upstairs but downstairs, not only in furthering the intellectual ends of a newspaper but its business needs. Clifford Raymond was one of the great American reporters. John T. McCutcheon originated a new form of cartoon—and these are only a few out of many. On make-up, or purely mechanical appearance, on taste in news-writing, on criticism, it came to lead the country.

The Dictator of the "Tribune"

WITH all this modern cast, it continued to hold most of Joseph Medill's old power as an editorial advocate. Its circulation is moderate, as compared to the myriad Hearst readers, but Middle West. It remains one of the few American newspapers of which one can say with certainty that it will help any cause that it advocates on the editorial page.

But Beale served on the board of trustees, and voted one-third of the Medill stock. And Beale is not a journalist. He is a corporation attorney. He has the corporate point of view. He believes, probably, that the people prosper only as superior beings take care of them. Doubtless he believes that there are two kinds of morality—home and business. We can not quarrel with his opinions and motives. He is what nature and environment made him, and nature gave him great diplomatic ability, as environment this point of view.

Had the Patterson and McCormick in-

terests voted their two-thirds of the trusteeship as a unit, Beale, with his one-third, were an unconsidered factor. But social and personal ambitions divided them. McCormick's ambition made him ambassador. And Beale, carefully widening the division, voted now with the McCormicks against the Pattersons and now with the Pattersons against the McCormicks. So, again and again, was he able to impose on editors, reporters, and editorial writers a policy which made them grind their teeth. For five or six years thereafter the course of the "Tribune" became spotted—a streak of white, followed by a small streak of dirty gray.

Freeing a Newspaper

BY all its old policies, the "Tribune" should have opposed Senator Lorimer's original election. Keeley, who finally exposed Lorimer, must have suspected then, as well as he knows now, what forces backed him. One imagines Blake with his keen, proportionate wisdom, McCutcheon with his incisive pencil, and Raymond with his gentle but effective sarcasm, panting for a chance at this representative of corruption. But Beale prevailed; the "Tribune" held its peace on Lorimer. The so-called Drainage Canal plan involved using that stream to make electricity for the municipal supply. But that would have hurt the Edison Company. Beale got the reins again, and again the "Tribune" favored the corporation side. Finally, but for Beale we might have needed no insurgent fight on Joseph Cannon. The "Tribune" has real power, even in Danville: had it started one of its strong, intelligent campaigns against Cannon's reelection in 1906, it might have turned the balance. But Beale tightened the reins; and Cannon was elected.

In the course of these office disturbances, Medill McCormick virtually resigned as publisher. Then, when the "Tribune" seemed sentenced to silence and blackness, the situation shifted again. The McCormicks and Pattersons were brought together. Beale was squelched. McCormick returned to his desk. Keeley became general manager with full power. The paper emerged into a spot of white. Immediately the "Tribune" expiated an old sin. Keeley accepted an opening to let in the light on Lorimer, found just what influences elected him, and published an expose which, for technical efficiency, was a journalistic masterpiece.

The "Leader" episode, the "World-Herald" episode, the history of the Chicago "Tribune"—these are glimpses beneath the surface. And only glimpses. They express a whole situation, in the last analysis the perplexity of free journalism. The direct control of the advertiser may pass with more enlightened business methods, but so long as our American capitalism retains its insolence and its ruthlessness of method, commercial publishers of million-dollar newspapers must recognize this influence whether they like it or no. And many of them do like it.

The Opposing Pulls

LET us, in closing, look one thing squarely in the face. Though we view society as radicals, not as Tories, we must concede to the other side the right to an organ. That a man takes the side of property is no crime. Society proceeds by checks and balances. There must be radicals, or we shall have rule by barons; there must be conservatives, or the fagots will blaze behind street barricades. A newspaper which stood openly for class and corporation rule, wrote its editorials and colored its news to that end, would be a worthy, dignified, and honest institution. By no such method do our barons proceed; and our quarrel is with the method. Publicly, the controlled newspaper assumes to exercise its ancient office of tribune of the people. Privately, it serves wealth. Publicly, that it may keep subscribers, it pretends to favor progress; privately, that it may guard its owner's sources of revenue and social position, it suppresses and denatures news which would assist that progress. The system is dishonest to its marrow.

Let us clear our eyes again, and face another fact. Circulation and advertising, the people and the interests, exercise opposing pulls on newspapers. Advocate popular causes cleverly enough, and you gain circulation. If you do not believe in these causes, and howl them out only to increase subscription lists, then are you a dishonest publisher. Newspapers have built on this policy, and built only to betray when they got themselves established. But the ratio of this kind of dishonesty to the other and deeper kind is the ratio between circulation receipts and advertising receipts—or about one to four.

UNDERFEED HEATING Investment

Save 1/2 to 2/3 of Coal Bills

THE most sensible thing to do in summer is to get rid of old, unsatisfactory heating systems and install one that will not only pay for itself but add to the renting or selling value of any building.

THE WILLIAMSON UNDERFEED HEATING SYSTEMS

Warm Air Furnaces—Hot Water or Steam Boilers

Save space in your Engineering Course are FREE. Fill in the coupon and return TODAY for FREE booklets and literature.

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PARIS GARTERS

No Metal Can Touch You



PARIS

The Choice of the Tennis Court



UNION KNITTING CO.

SHIRTS AND GARTERS ALL STYLES FOR MEN

INNO other underwear can you get so perfect a combination of perfect fit, elasticity, absorbency and cool comfort. The light "Pousabai" fabric is knit so you can get your right size without having a clumsy garment. Enjoying "Pousabai" cannot today.

50c For All Styles, Shirts and For 25c

50c For Men Drawers per garment. Best 60c

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This Label on Every Garment