

BUSINESS PIONEER REVIEWS MARCH OF CHICAGO PRESS

By Joseph U. Dugan

IVE Chicago morning newspapers. Each one dominated by a single personality. Each one the sounding board for the political opinions, the civic leadership of an individual editor. That was the era of personal journalism. It was a period which preceded the development of huge circulations. It was before the dawn of color in newspaper printing. It was, in fact, the "horse and buggy" age of journalism; but, according to one Chicagoan who remembers them, those yesterdays of Chicago were intensely interesting. Equally so, to him, is the Chicago of today, of which he still is very much a part. He is Frankly

today, of which he still is very much a part. He is Franklin MacVeagh, who came to Chicage from the east in 1866 and has had a distinguished place in the civic and business life of the city and nation ever since. As a young lawyer in New York, soon after his graduation from Yale, Mr. MacVeagh was forced by ill health to give up his budding practice. He came west and established in Chicago the wholesale grocery business which bears his name. Business was by no means his sole activity, however. As a young man he had taken a lively interest in public affairs, and soon his talents in this direction were recognized. His public career reached its zenith when he was appointed secretary of the treasury by the late President Taft.

"The thing that impresses me most about the newspapers of today, especially The Tribune," he said, "is the remarkable intellectual variety the paper offers its readers. I believe the introduction of color also has been a tremendous factor in making the newspaper more interesting, more attractively readable than the papers used to be.

"When Joseph Medill was in charge the paper did not have this great intellectual variety, nor did it have the refinements of color and typography which distinguish it today: but The Tribune was then, as now, a wonderful paper. This was largely so, I believe, because of the character of its editor. In those days the newspapers were dominated by editorial personalities. One of those early editors, Wilbur F. Storey, who published the Chicago Times, was a colorful and forceful personality

"As to Medill, I have never known a man more politically minded. He was a public man, a power for good in his city and country, yet he never sought public office. His character and his wisdom always were reflected in the columns of his paper. It was said a those times and I have no doubt it was true, that the national policies of the country were based largely upon the editorial and personal advice of three great editors of those times, of whom Joseph Medill was one.

"Another Chicago editor, of a later period, who became extremely powerful in national affairs because of his friendship for and support of William McKinley, was Herman Kohlsaat, who published the Times-Herald for a time, and later the Record-Herald when the Times-Herald and the Record were combined. Victor F. Lawson and James W. Scott also were men of importance in those and later days.

"A Chicago paper which I remember as having a discouraging struggle for existence was the Inter-Ocean published for a time by Charles A. Dana and William Penn Nixon. Then, too, there was the Chronicle, published by the banker, John R. Walsh.

"It is difficult, really, to speak or think of newspapers without thinking at the same time of men and events of the times they represented. A newspaper is so closely associated with history, both current and past, that it is a part of history. That certainly is true of the newspapers today, and it was true also in the old days in Chicago. Those were days of great issues, stirring debates, and strong, influential editorials.

"Some of the other great editors I remember were Horace White, who preceded Joseph Medill at the helm of The Tribune, and Robert Patterson, who followed Medill and who guided The Tribune so well for many years. I have no doubt that the high principles and the guiding genius of these men still influence to some extent the successful progress of The Tribune. In that connection it is interesting to me to note that The Tribune still campaigns against the smoke nuisance. Joseph Medill was the first to wage an effective anti-smoke campaign in Chicago. Medill was first in many other movements for improved conditions. He was a student of municipal government as well as of national affairs. Although always a Republican, he had independence of thought and a wonderful moderation."

Pictured at the top of this page are reproductions of the front pages of all of the old-time Chicago papers mentioned by Mr. MacVeagh. Oldest of them and the

sole survivor of the group is The Tribune, which was founded June 10, 1847. With the exception of the Chronicle, which was suspended, all of the others went out of existence through mergers. The Times was established in 1854 with Wilbur F. Storey as editor. Following his death it was merged in 1895 with the Morning Herald, which had been founded in 1881 by James W. Scott. The merged papers became the Times-Herald. In 1892 the Record was founded by Victor F. Lawson. This paper was merged in 1901 with the Times-Herald to become the Record-Herald, of which Herman H. Kohlsaat was publisher.

The Inter-Ocean was established in 1872 and continued as an independent paper until 1914. At that time it was absorbed with the Record-Herald in a merger which established the Herald under the editorship of James Keeley. The Herald continued publication until 1918, when it was purchased by William Randolph Hearst and merged with his Examiner.

In the meantime the Chronicle had been published from 1895 until 1908, when it was suspended as a result of financial difficulties.

Also in the meantime a new and complex era of marvel and progress was dawning. From 1900 until the atively short time in history, the world has witnessed an

present day, a comparatively short time in history, the world has witnessed an industrial and social development so gigantic in its proportions as to be almost incomprehensible. The automobile has been invented and perfected. Electricity has been narnessed as a servant of man in countless ways. The telegraph and telephone have reached their highest point of development, and as a climax man has completed his conquest of time and space by means of radio and the airplane. All of this has had a profound effect on human life and conditions of living.

The responsibility and the burden which these vast changes placed upon the newspaper were tremendous. It became apparent that only the newspaper which met these new responsibilities squarely and adequately could hope to survive and grow.

Only a few of the major solutions to the problems involved were the invention and perfection of better and faster printing machinery; developments of more attractive typography; inventions and developments which made possible perfected reproduction of photographs, even those transmitted by wire; increased facilities and higher skill in collecting, writing, and editing news from every corner of the world; increase in scope of the newspaper to include feature sections covering a wide variety of human interests; and, finally, the introduction of color, a story in itself.

Obviously an extremely costly form of printing production, the use of color in newspapers had been strictly confined, from its first introduction in the latter part of the nineteenth century until recent years, to Sunday comic sections and special sections appearing only occasionally. The tremendous advantage of the use of color in the regular newspaper, both for advertising and news pages, had not been overlooked however. For many years The Tribune carried on exhaustive experiments. In 1919 color was used for the first time in the rotogravure section. The use of two, three and four color pictures then was extended to other regular sections of the paper. Today the Sunday sections, as pictured on this page, all appear in colors, and four color advertising pages appear frequently in daily editions.