

ARTHUR SEARS HENNING, REPORTER; HIS LIFE IS HISTORY OF OUR TIMES

Begins Notable Career with Tribune While a Student at U. of C.



ARTHUR SEARS HENNING

(Chicago Tribune Press Service) Washington, June 9 — Thru the sweltering bustle and chill elegance of the greatest of all world capitals — this capital of the United States — there has moved for the last 38 years an alert, soft-spoken man from Plano, Ill., reporting the news of the day.

His wavy hair is gray now, but youth sparkles in his sharp brown eyes and altho he has passed three score and ten the glow of it still reflects in his handsome, regular features and erect carriage.

Dean of Capital Writers

He is Arthur Sears Henning, dean of the nation's Washington correspondents, oldest reporter on THE CHICAGO TRIBUNE in term of employment, and for the last 33 years chief Washington correspondent of THE TRIBUNE.

He is one of the most distinguished and able writers in America's newspaper history, altho he will tell you that as a "newssetter" he is not so hot. Facts — an historic list of international news scoops and countless Tribune stories of his which were days and sometimes months ahead of the news-bespoke his modesty.

If Arthur Sears Henning ever was scooped on a news story it was so long ago Washington has forgotten it. And Washington has an exceedingly long memory.

Sometimes he has been mistaken for a senator, altho not because he tries to look or act like one. He dresses simply and he carries no airs — rather a complete lack of them.

He Doesn't Like It

There is about him an honest dignity that comes from great ability and a brilliant mind. The patience and quick kindness of his voice are marks of a noble heart, and wisdom and wit show in his eyes.

These are qualities Americans would like all their statesmen to have, and it may be thru transferrence of the thought that people sometimes address Arthur Sears Henning as "senator."

He does not like it, but, being a gentleman, he is not given to rebuking honest mistakes. Nor does he tread on a person's embarrassment to make a foil for his own wit — Washington pastime. There is no pretense about him. He has never tried to be anything he is not. He is a reporter.

Assignment in 1905

Arthur Sears Henning first came to Washington on assignment 42 years ago, in 1905, for the inauguration of President Theodore Roosevelt.

Mr. Henning covered the inaugurations of the next 10 Presidents of the United States for THE TRIBUNE. He has reported 22 political conventions of the two major parties and a number of Prohibition, Progressive, and other minor party conventions.

Of the 11 Presidents he has known, he singles out three. "Roosevelt, Wilson, and Roosevelt," he said, "they were the outstanding Presidents in that they moulded the history of the country to a greater extent than any of the others."

Of Calvin Coolidge, he remarked: "He was not a particularly able man. He had the virtues and the vices of a New England character. He was ultra-conservative. He had a dollars-and-cents viewpoint. He was good at the period in which he served, in which the stress was upon economy."

Picturesque in a Way

"He was picturesque in a way. There are more humorous stories about the Coolidge character than any President in the range of my experience.

"People talk about 'Silent Cal' — why, he'd talk an arm off you if given a chance. One time while he was President I called upon him and we had an extended conversation. Every time I would get up to go, he would wave me back and say 'Sit down. What's your rush?'"

Two years after Coolidge made his famous pronouncement "I do not choose to run," declining the 1928 nomination, Mr. Henning visited him in Northampton, Mass., where he lived. Mr. Henning was waiting in the ex-President's office when he came in, about 9 o'clock in the morning.

"I said, 'Good morning, Mr. President,' Mr. Henning related, "and he replied: "G'morning. Not president of anything but an Antiquarian society. Why didn't you tell me you were coming?"

"I explained that I would have wired but I was afraid he would wire back not to come.

"That's right," Coolidge said. "Then we had a two hour talk."

The story of the Presidential press conferences in the White House for more than 40 years was told by Mr. Henning.

"The first Roosevelt was out of office when I came to Washington permanently, in 1909," he said, "altho I was here at his inaugural and was sent to Washington two or three times during his administration."

Inauguration of System

"There were no press conferences then. Theodore Roosevelt had favorite correspondents, two or three of whom would come in while he was being shaved. Cal O'Laughlin [John Callan O'Laughlin], my predecessor, got many scoops for THE

Tribune Veterans: A Story of Distinguished Service

Tribune executives are trained within the Tribune organization, and most of them are veterans with many years of distinguished service.

Among the veterans who helped steer THE TRIBUNE thru the years of its greatest growth are Henry John Mau, chief electrician; Edgar L. Mahar, press room superintendent, and Leo Loewenberg, who served for 33 years as superintendent of the composing room.

Henry Mau, who now directs the work of 75 Tribune electricians and maintenance men, joined THE TRIBUNE on July 13, 1900, when he was 25. Previously he had worked at the generating plant of Wilson Brothers, men's furnishes, where he had advanced from machinery wiper to chief electrician.

Electricians Then

In 1901 THE TRIBUNE had only three electricians, who were in charge of maintaining power for six presses in the temporary quarters at 126-132 S. Market st., where part of the newspaper's operations were conducted while its new building at Madison and Dearborn st. was being erected.

Mau assisted in developing the first push button controls for the presses and thru the years has helped to bring the controls to their present marvelous efficiency. Under his direction THE TRIBUNE adopted individual motors for typesetting machines in 1902, eliminating the former system by which a line of machines took power from a belt running off a shaft driven by a single motor. A few years later, he helped develop push button controls for the stereotype casting machines, greatly improving their efficiency.

Many other improvements in the vast array of Tribune electrical equipment have been made under Mau's direction, but his versatility in other fields has made him a handy man of the Tribune organization. In 1908-10 he traveled for months with Richard Henry Little, war correspondent and columnist, running one of the early movie projects which showed a film on Tribune activities.

310 Men Entombed

One of Mau's greatest adventures came in 1909 following the Cherry mine disaster in Bureau county. A miner's torch set fire to hay kept for mules on the 500 foot level, and 310 men were entombed below. All except 21 were dead when rescuers reached them.

THE TRIBUNE rushed a carload of food to Cherry for the relief of the victim's families. Mau, who was placed in charge of the shipment, commandeered the private car of a railroad president to get the food from La Salle to Cherry. Then he went to work as a reporter, seeking to determine the cause of the disaster.

Guards surrounded the mine property, barring anyone from approaching, but it is the tip which the most correspondent wants."

After Arthur Sears Henning finished his first summer vacation tour as a writer in THE TRIBUNE "sporting" department, in 1896, the managing editor, James Keeley, offered him a permanent job.

Keeley tried to argue young Henning out of returning to college because he, himself, had never had any formal education and could see no benefit in it. Keeley was self-educated and brilliant.

Mr. Henning refused Keeley's advice and went back to the University of Chicago, where he remained until 1899, leaving a few months before graduation. He got the permanent job on THE TRIBUNE the same year.

Today, Mr. Henning offers advice somewhat different from that which Managing Editor Keeley gave him: "Get all the education you can. You can't have too much education for this or any other reporting job. Keep on getting it afterwards — after you get out of school."

Constant Study Needed

"Reporting requires a background of all the education you can get plus all the experience you can get. It requires constant study.

"Actual experience in the city room or news room of a metropolitan newspaper, I think, is essential to a career in Washington. Nobody had heard of schools of journalism when I went to college, so I can't judge them on the basis of experience in them.

"If anything can be learned in them which will help and which is necessary, that is all to the good, but it must not be at the peril of neglecting the general background of education which all good reporters must have."

Mr. Henning's experience in covering political conventions began in 1904, when he reported three of them, Republican, Democratic, and Prohibitionist.

Accurate Predictions

For a third of a century, every two years, he has traversed America writing stories about political trends and the opinions of the nation's voters. They are so accurate they have been of service to both major parties.

For the first and the only time in Mr. Henning's career, however, one of these journeys resulted in a lot of all things — poetry. Tribune files room, April 26, 1900; Edgar L. Mahar, black press, April, 1900; William F. Madden, circulation, May 10, 1900.

Others Still at Work The 27 veteran employees in addition to Nelis who are still at work, with their departments and date of employment, are:

Arthur Sears Henning, editorial Washington, June, 1899; John H. Fletcher, proofroom, February, 1900; Charles J. Flynn, composing room, April 26, 1900; Edgar L. Mahar, black press, April, 1900; William F. Madden, circulation, May 10, 1900.

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Because It Was Good The poem arrived in THE Tribune office on the night of Oct. 23, 1924, and it was published the next morning — not because Arthur Sears Henning wrote it, but because it was good. It was entitled "I Sing My Country."

"I had been in Europe for a good part of that summer," said Mr. Henning, "and I was full of reflections on the differences between Europe and the United States.

"I set my thoughts down while I was riding in a Pullman, 'out where the west begins.' When I got to St. Paul, I filed it in place of the usual story I would have filed."

There, in good, round laments, Arthur Sears Henning set down his glowing appraisal of the country he loved. Against that he contrasted a decadent and unfree Europe he had just visited and from which



LEO LOEWENBERG



HENRY MAU



EDGAR L. MAHAR

ing, but Mau crawled, under cover of darkness, across half a mile of marshy land and reached the mine power house. He was arrested for trespassing, but he learned what caused the fire, and notified THE TRIBUNE. Later Mau was an expert witness in suits brought against the mining company.

Operated Projectors

Another of his duties, in pre-radio days, was to operate slide projectors which flashed election returns to crowds downtown and in rented halls throughout the city. Mau recalls that during one hotly contested election, opponents of the candidates backed by THE TRIBUNE hired a tallyho drawn by four horses and parked it beside the Madison-Dearborn building. Inside the carriage, bandmen wearing mourning attire played funeral dirges.

Ordered to disperse the mourners, Mau dismounted a siren on the roof of the Tribune building and set it up beside a window above the horses' heads. Then he turned it on. Nobody was hurt in the resulting stampede.

Mau invented one of the first electrical machines for showing play-by-play baseball returns and THE TRIBUNE rented the Auditorium theater and Orchestra hall, "playing" the world series for capacity crowds.

Today THE TRIBUNE's presses are capable of turning out 1,065,000 40-page newspapers in an hour, with selected pages in four colors. One of the men responsible for this achievement is Edgar Mahar, press room superintendent, who started working on a Tribune press in April, 1900, when he was 30.

THE TRIBUNE then had 30 presses. Now Mahar has a force of 274. He recalls that on hot days in 1900, when the presses were in the temporary Market st. quarters, the men cooled off by swimming in the nearby Chicago river. A picture of that pressroom force shows most of

the men wore large handlebar mustaches. Mahar helped THE TRIBUNE pioneer in the use of color in newspaper printing. The first two-color advertisement was run Jan. 7, 1929. The first three-color advertisement appeared Feb. 19, 1932, and the first four-color ad printed in the Tribune plant on Sept. 11, 1936. The first spot news photo in color, showing a scene at the Tribune sponsored fire and police show, appeared July 17, 1939.

An unforgettable day in the press room was Dec. 21, 1939, when the Allied Florists' association ran a color advertisement printed with perfume on the page was synthetic perfume which made every pressman as redolent as a rose. Mahar recalls that one of his men, who had no opportunity to take a shower before going home, was obliged to ride to Berwyn on the open platform of an elevated train.

Presses Keep Going

Among the revolutionary advances made during Mahar's regime has been the improvement in method of changing rolls on the presses. Formerly a press had to be shut down for five minutes while a new roll of newspaper was placed in position. Now six press units are equipped with a device that changes a roll almost automatically when a button is pushed, and the press can continue running at top speed.

In the Tribune composing room, where 74 million lines of type are set annually, much progress was made under Leo Loewenberg, who retired as superintendent in 1936 after 42 years of service.

Loewenberg joined THE TRIBUNE on Oct. 4, 1893, two years before the first typesetting machines were purchased. Up to this time all type matter, both news and advertisements, was set by hand in much the same

manner that was used for the first issue of 1847.

In 1906, Loewenberg became superintendent of the composing room, succeeding Thomas Sullivan, who had held the job since 1867. In his first year as head of the department, Loewenberg conceived an idea that has revolutionized newspaper advertising. Previously, newspaper ads were placed vertically along the outer columns of each page and the balance of the page was filled with news matter.

Loewenberg considered this both unsatisfactory and unfair, since some advertisements were buried in middle columns surrounded by others. He devised what is called the pyramid system of placing small ads near the inside bottom corner of each page, with others of increasing size staggered across the page to occupy the full depth of the outside columns.

The idea was tried for one issue and it made an immediate hit with advertisers and readers. Today, this system of display is used by nearly every newspaper printed in the English language.

Buy Casting Machine

Despite the advent of the typesetting machine, large type for headlines and advertisements continued to be handset for many years. Compositors not only had to set it, but the used type had to be sorted and restored to cases. In 1907 THE TRIBUNE purchased a monotype casting machine to produce its own type in the larger sizes.

Loewenberg immediately hit upon another innovation, the non-distribution of type. Once used, the type was melted up, and the machine cast fresh letters. The labor saving was enormous, and today all modern composing rooms use this system.

Newspapers Not for Her

But the newspapers were not written for her. They were for men. That being so, the genteel females of Chicago must have been considerably irked to pick up THE TRIBUNE of Dec. 3, 1852, and see a rather shocking paragraph headed "Lady Editors."

The paragraph related that several of the paper's exchanges were edited by ladies, and that not only were these more interesting than similar "papers" written by men, but "... are less devoted to kindling a blind political fury in their readers, have more space to spare for matters of personal interest, and are more bold in the expression of opinion."

If the genteel females looked at the bottom of the paragraph, they saw the words, "Home Journal," indicating that THE TRIBUNE merely had reprinted this item, but reprinted it nonetheless at the head of its editorial column. A straw in the wind? It must have been, for 10 days later THE TRIBUNE announced the appearance of the Home Department, edited "by a lady" — the first woman on the Tribune staff.

Witty and Lucid Writer

The Home Department was a bright sword in the fog. The writer was witty, lucid and enlightened. She tore into Chicago's need for wash and bathhouses for the poor, attacked women's slavery to fashion, advocated the adoption of high topped boots and shorter dresses for Chicago's streets, urged that women take a daily bath, and sleep with their windows open. A recipe for washing, the art of speaking gently, the use of the word "female" ("It is too suggestive of the zoological distinction between hutes"—these and any other subject that touched her fancy, she included.

Who was she? Once, sending her column from Florida, she signed it M. E. D. No other clew to her identity ever was given.

Bold Stand Is Taken

A month or so later, however, THE TRIBUNE took a bold stand on the matter in an editorial called "A Tilt at Vanity Fair."

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28 Members of Tribune Family Work Total of 1,219 Years; 22 40-Year Men on Pension

THE CHICAGO TRIBUNE, whose employees long have enjoyed security and stability unusual in the newspaper industry, today has 28 employees still at their daily jobs who have worked here more than 40 years each and who, together, have worked the amazing total of 1,219 years for this newspaper.

In addition, there are on THE TRIBUNE pension rolls today 22 retired employees who have been drawn

George Nelis at his proofreading desk in THE Tribune's composing room.

Oldest working employe on THE TRIBUNE in point of service is George E. Nelis of the proofroom, who will have been employed 55 years this coming Aug. 20, and who still reports at 3:30 p. m. five days a week for a daily seven hours of work. He came to THE TRIBUNE in 1892, when it was only 45 years old and he was 17.

Oldest living TRIBUNE employe is Charles E. Winter, formerly of the composing room, and now living on pension in Pasadena, Cal., who first came to work here April 8, 1930.

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John T. McCutcheon, editorial cartoonist, Sept. 1, 1903; Samuel J. McGrath, composing, September, 1903; Frank J. Phillips, circulation, January, 1904; Guy S. Hammond, composing, September, 1905; Frank D. Racine, engraving, June 16, 1906; Orin A. Mather, editorial, Sept. 15, 1906; Donald Swinehart, composing, June, 1907; and Frank Swinehart, composing, August, 1907.

try newspapering. As a college freshman in the summer vacation of 1896, he sought out THE TRIBUNE for temporary employment and experience. He was paid \$6 a column space rates, later changed to \$25 a week salary because he wrote so much.

After two years as a full time reporter, Mr. Henning resigned to make a trip around the world. He worked his way to Europe aboard a cattle boat.

He applied to London dailies for a job. The news editor of the Daily Mail was very discouraging, said Mr. Henning.

"We don't like to hire American reporters because they are unreliable and get us into libel suits," he told me. "Besides, they have no dignity."

"Why, when the queen died on the Isle of Wight, there were some American reporters there, and they even ran—ran, mind you—from the palace to the cable station to send their dispatches!"

On Daily Maroon Staff

He worked as a freshman on the staff of the Daily Maroon, and that experience convinced him to

Henry J. Mau, maintenance and electrical, July 13, 1900; George H. Krueger, black press, March 23, 1901; Ray W. Carlton, black press, May 15, 1901; Frank N. Jacobs, stereotype, December, 1902; Ralph J. Waggett, rot press, Jan. 21, 1904; Clyde A. Cullum, classified, April 17, 1904; Joseph M. Hough, engraving, Feb. 28, 1905.

William O. Perkins, composing, May 30, 1905; William M. Albright, composing, Sept. 5, 1905; Emil A. Albrecht, composing, Sept. 7, 1905; Anna Garrow Davern, switchboard, Sept. 18, 1905; Clyde Ruppell, composing, Sept. 27, 1905; William J. Cleary, composing, Dec. 5, 1905; Ella Fischman, circulation, Dec. 5, 1905; Adele Brewster, editorial, April 15, 1906.

Frank A. Nessinger, composing, Aug. 6, 1906; Fred C. Weber, pay roll, Oct. 5, 1906; Edward L. Larson, composing, Jan. 5, 1907; Margaret Murray, classified, March 5, 1907; Fred von der Horst, warehouse and receiving, April 1, 1907; George W. Bilger, composing, October, 1907, and Edwin G. Berglund, editorial, Nov. 19, 1907.

Pensioned Employees

The 21 pensioned employes in addition to Winter who have been on THE TRIBUNE pay roll more than 40 years each, the department in which they worked and date of employment, are:

Frank C. Snow, composing room, May, 1884; Patrick Shea, composing, March, 1885; William M. Hill, composing, March, 1888; Andrew T. Randolph, composing, May, 1889; Ralph McCraw, composing, May, 1890; Joseph C. Larson, composing, October, 1892; Michael J. Conlon, circulation, July 1, 1893.

Leo Loewenberg, composing, Oct. 4, 1893; Lucius J. Young, classified, July 1, 1895; Clifford S. Raymond, editorial writer, Sept. 2, 1895; James Ryan, composing, Sept. 17, 1900; Otto Kerr, composing, Sept. 6, 1901; Cliff J. Hinterland, maintenance, Dec. 1, 1901.

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CHICAGO IN 1847: A MAN'S WORLD, BUT TRIBUNE RESCUES THE LADIES

Paper Plays a Pioneer Role in Printing of Women's News

BY MARCIA WINN

Search as you will in the files of respectable publications of the year 1847, when the Gem of the Prairie came out in new form as THE TRIBUNE, and you will nowhere find the word "woman." The feminine sex, altho you will not find the word "sex" there either, was referred to, if respectable, as "lady" or "genteel female." If a little or "shady side," she was merely "she."

Neither lady nor genteel female was particularly applicable to the physical aspects of Chicago and the era, for Chicago was rude and surging. It was turbulent and muddy. Few of the thousands who thronged its choppy streets had been there long enough to call themselves native Chicagoans. Its major thoroughfare, Lake street, a marshy boulevard by slatted wooden sidewalks, was the boardwalk of the world.

Loewenberg considered this both unsatisfactory and unfair, since some advertisements were buried in middle columns surrounded by others. He devised what is called the pyramid system of placing small ads near the inside bottom corner of each page, with others of increasing size staggered across the page to occupy the full depth of the outside columns.

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Loewenberg retired as head of the composing room in 1936, and now spends the winters in California.

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In line with its new Home Department, THE TRIBUNE printed beautiful, sweet serials ("Madaline, the Rag Picker's Daughter"), Washington Irving writing on women and marriage, the serialized love letters of Mirabeau, the "novel" songs of an unknown composer, among them "Massa's in de Cold, Cold Ground" and "My Old Kentucky Home" [composer's name, Stephen Foster, was never given], and a monthly New York fashion letter. Just as the tentacles of the panic of 1857 began to pinch the lust west, the editors commented sadly on the fashion letter, "This is a bad time to dip into fashions, but the ladies will keep thinking of them."

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LILLIAN RUSSELL

1863, when the sewing machine girls of New York staged an insurrection [only men staged strikes] for higher wages, THE TRIBUNE came out for every line of endeavor.

It termed discrimination "a lingering of the old barbaric way of