

THE MAGAZINE VS THE POST-OFFICE

The Magazine Industry Grows—Likewise the Postal Deficit—Special Rate Commission to Attempt Adjustment



(Copyright, 1911, by William L. Alderfer.)
WHEN the magazine postal rate commission, authorized at the last regular session of congress, and scheduled to meet in Washington last week, gets its work underway, the battle of the magazine will near the end of the campaign. Dates for hearings will be selected, when everybody will be given a chance to present his side of the question, and the findings of the commission reported to congress as soon as completed.

This commission was directed by congress to inquire into all questions affecting the deficit in revenue from carrying second class mail matter, and to adjust, if possible, the dispute between the postoffice department and the magazines of the country, which are opposed to carrying the burden of the present deficit. Every phase of the postal business, with especial reference to rates on magazines, will be entered into. The work of the commission is expected to extend far into the next regular session of congress.

The members of the commission into whose charge congress and the president have placed the investigation of this matter are well known and are men of wide experience in the business and professional world. They include Justice Charles E. Hughes of the United States supreme court, chairman, and A. Lawrence Lowell, president of Harvard university. The third original appointee, Lawrence Maxwell, a Cincinnati lawyer, resigned May 1, giving as his reason for so doing the fact that his work as attorney for several express companies made it inadvisable for him to serve on the commission.

The magazine industry, as it is known today, has reached such vast proportions and has such a great influence throughout the land, that its early history and wonderful development are of interest. It has its origin in this country with periodicals devoted to literature and literary topics, of which there were a number founded in Massachusetts previous to the Revolution, but none of these colonial magazines met with any financial success beyond the first few years of experiment.

The 19th century opened somewhat more auspiciously for the magazines. The first number of the famous Port-folio made its appearance in January, 1801, and was followed in 1803 by the Monthly Anthology. In 1815, the North American was founded by William T. B. The magazine was originally published every two months but later appeared monthly.

From this time on there was a slow growth, seemingly coincident with the growth in population, until 1850, when there were more than 100 magazines, or monthlies, as they were then called, having a circulation of about 700,000 each issue. In 1860 the number increased to 250 with a circulation of about 3,000,000. In 1870, the number more than doubled with 622 doing business having a circulation of 5,650,000. Again in 1880 there was another great increase, 1147 publications of this class appearing on the market with a circulation of 8,138,000.

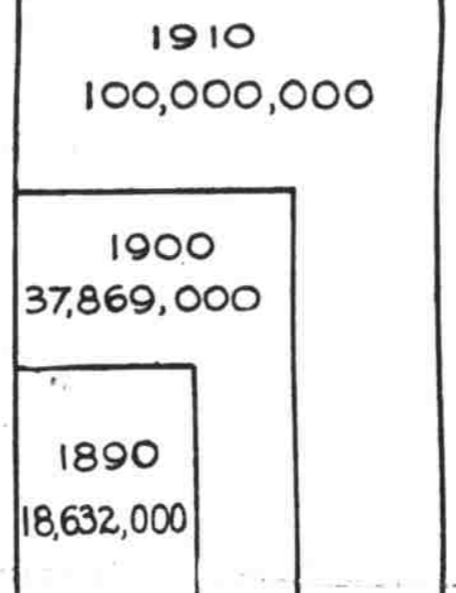
About this time, or just thirty-one years ago, as the country was emerging from the loss, distress and destitution caused by the war between the states, congress adopted the policy of extending public aid in the acquisition of general education among the people.

What the Government Claims.
The government claims the actual cost of carrying magazines through the mails is 9 cents a pound, while this class of periodicals is paying only 1 cent a pound, thus leaving Uncle Sam to shoulder the loss of 8 cents on each pound carried. The postoffice department proposes to increase the rate on advertising matter alone to 4 cents a pound. Whether this increase is justified is to be determined by the commission.

Development of the Magazine.
The magazine industry, as it is known today, has reached such vast proportions and has such a great influence throughout the land, that its early history and wonderful development are of interest. It has its origin in this country with periodicals devoted to literature and literary topics, of which there were a number founded in Massachusetts previous to the Revolution, but none of these colonial magazines met with any financial success beyond the first few years of experiment.

19th Century Development Marked.
The 19th century opened somewhat more auspiciously for the magazines. The first number of the famous Port-folio made its appearance in January, 1801, and was followed in 1803 by the Monthly Anthology. In 1815, the North American was founded by William T. B. The magazine was originally published every two months but later appeared monthly.

What Census Figures Show.
As a result of this action on the part of congress, the census of 1890 shows another striking increase in the number of new magazines in the field and a still greater increase in the circulation. In 1890, it appears there were 1734 monthlies in business, with a circulation of 18,632,000. In ten years following—between 1890 and 1900—the increase was slight in the number of



Drawing showing relative increase in combined monthly circulations of American magazines in three decades.
new magazines, there being but 1817, but the circulation of all monthlies more than doubled. The actual figures being 37,869,000. The census for 1905 shows another great increase in the number of magazines, 2500—while the circulation again more than doubled, being 64,306,000. The figures for 1910 are not yet available, but a conservative estimate, based partly on the growth during the preceding years, and partly on other facts, would be not far short of 100,000,000 copies issued each month.

Express Rates to Be Studied.
The commission is also expected to investigate express rates as compared with postal rates for magazines and other second class mail matter. The claim is made that the express companies' rates are so arranged as to take away from the government package business which they can profitably carry, leaving Uncle Sam that part of the business which is unprofitable.

HEALTH AND EFFICIENCY

Conducted by Lora C. Little.
SIMPLE as A B C. That is what health is. Because the multitude choose not to believe this, mystery and medicine flourish together. The "occultists" and fortune tellers have no monopoly of mystic healing. The regular medicine man holds over them all when it comes to weirdness. His cabalistic prescriptions are unread by the patient; but his ingenuousness leads to the doctor's office. The doctor tries to meet the expectation of his client by patching him up with drugs, knowing that the sick man does not want to correct his wrong life. After enough of such patching the sham fails to work, and then the doctor, killing two birds with one stone, rides himself of a troublesome patient who is doing him no credit, and at the same time lays the foundation for fame in foreign parts, by recommending a trip to some European spa.

held from him who is ready to put it to immediate use.
The people who get so frightfully muddled over the different theories of health are people who are looking for an opening through the fence, instead of the gate of the straight and narrow way. They are seeking a trick to fool nature. They demand that you tell them how to be well while they pursue a life that is lawless.
By Way of Example.
Here is a concrete case of the more difficult kind, of the kind where at first glance it may be hard to see where the sufferer is at fault. A young woman is employed in a department store at a good salary. By her earnings she aids in keeping up the home and supporting parents who have little means and no earning capacity, owing to age and infirmities. The young woman finds her health breaking under the combined strain of work at the store, work at home, and want of sleep caused by the late hours of the family and the early hours at the store. With six hours of sleep a night, all her gymnastic work, dieting and personal care cannot suffice to put on the brakes. She is on the downgrade and steadily and surely slipping into the abyss. She demands to know what more she can do. Why, simply put health first. She is in bounden duty to do. There are conceivable modes of existence within her reach where she can obey the laws of life. An acre or two in the country would give all three an outdoor life with plenty of good hard work that would make everybody sleep nine hours a night, and yield them a living. In such circumstances the improving health of all would be a capital, growing and to be invested where it would yield good returns. The young woman knows this to be practicable, but she prefers her "job" and life in the city. She wants to be instructed in a magic that will enable her to violate the laws of health and still have health.

and more complex is demanded. This is always the way where health remains afar. Self-indulgence and a flabby will are the obstacles. The first must be put down and the second exercised into firmness.
PATIENCE is a necessary element in cure, especially in the cure of chronic disease. To expect restoration of health in a few days or weeks, when the diseased condition has been years in growing, is manifestly unreasonable.
Pure water, fresh air, sunshine, contact with the earth, natural food and not too much of it, agreeable company and not too much of it, solitude and not too much of that, mental exercises, appropriate physical exercises work; these are the best medicines. Rightly applied they effect cures that are marvels to those who only know of the resources of drugs and surgery. But they are slow. Most things come slowly; they are a growth. So is health restoration.
Another thing to bear in mind is, that all progress is by a wave-like motion. First the rise to the crest of the wave, then the descent to the trough, "but yet the tide veers onward." Or, to use Ella Wheeler Wilcox's figure: "Who climbs the mountain does not always descend." The winding road slants downward many a time. Yet each step is higher than the last. Has thy path fallen? That will soon be past.
Think not thy goal forever lost or gone. Beyond the curve the way leads up and on.
Keep moving forward! If thine aim is "Thou shalt not miss the shining mountain height."
Who would attain to summits still and high, Must nerve himself through valleys of despair.

Healing crises are common, sometimes inevitable. They take the form of acute attacks of disease and are active efforts at elimination brought about by the rising tide of vitality. They are long steps forward. Rightly managed they are not at all dangerous, and if repeated in the history of a normal cure "each new descent is higher than the last" and leads ever nearer to the summit of perfect health.
Development of Illustration.
During that period the half tone illustration came into general use and the perfecting press was adapted to exacting requirements. Because of this the magazine could be illustrated cheaply and attractively and also typographical effects could be produced at much less expense than formerly. In consequence the selling price of the monthlies fell, editions increased and new publications came into existence.
The period from 1900 to 1905 saw a great change in the editorial policy of many of the larger magazines with a view to securing still greater popularity. New features appeared of higher literary merit, of more permanent value and better illustrated than were possible in daily and weekly papers, and a number of publications adopted the policy of dealing with current subjects. New publications were established and old ones prospered amazingly. The result is strikingly illustrated by the statistics of circulation.
For this period, monthly publications reported to the government an aggregate circulation per issue—upon a decade basis—five times as great as the increase for the decade from 1880 to 1890. Thus in 1905, the circulation of the monthlies outstripped that of every other class of paper and amounted to almost half the total circulation per issue of all classes of publications in the entire United States.

Geographical Facts of Interest.
A peculiar fact in connection with the magazine industry is that in 1905, 10 states handled more than 90 per cent of the total monthly circulation, while three states are the principal producers—New York, Maine and Illinois. These three states published three fifths of the total circulation for the entire United States since 1880.
The prominence of the state of Maine has long been an interesting development in the production of this class of periodicals. In 1880 to 1890 the industry began to be developed in Augusta and other cities. Many of the original publications have ceased to exist, but there are still four establishments in Maine, located in Augusta, that have a volume of circulation so great that although the city is small in population, it ranks among the first 10 communities in the United States in the amount of second class mail matter handled. Sixteen publications are issued by the four leading establishments in Maine, and several of these publications have a circulation of more than 1,000,000 copies per issue. Three of the four establishments send out 2,000,000 copies per issue.
To trace the circulation of the magazine from state to state, it has been shown that the 10 states which published more than 90 per cent of the total monthly circulation, embrace all the cities in the United States having more than 500,000 inhabitants, with the exception of Baltimore. Of the total monthly circulation in 1905 of about 60,000,000 in the 10 states mentioned as the largest producers, six large cities furnish more than two thirds of the entire circulation of the United States. In this group New York city is far in the lead, publishing more than five times the circulation furnished by Chicago, the city making the next largest contribution.
From a study of the facts as presented by the federal census of 1880 and also of 1906, there seems to be a

WHICH DEATH WOULD YOU PREFER?—Continued From First Page
From that time on, it is said, he lived only for the opportunity of "getting even." His chance came unexpectedly in Salt Lake City.
One day, after his return from the bad lands, Luce met his conqueror on the main street of the city and in front of the old Salt Lake house. Without hesitation, Luce whipped out his revolver, and with the words, "I've got a little account to settle with you, and we'll settle it right now," he killed his former companion.
Mention is made in the old copies of the newspapers of that time of another execution in 1862, but details are lacking. A white man murdered another over some trivial matter in Tooele, and the shooting took place in Tooele county jail yard. The story goes that he wrapped about his body a Confederate states flag and that his last words were "Hurrah for Jeff Davis and the confederacy."
Seven years elapsed before the death sentence was again carried out in Utah, Chauncey W. Millard was shot through the heart in the jail yard at Provo, January 26, 1869. He was a young harum-scarum, dare devil, anxious to be called a "bad man." His series of more or less serious offenses against the law was climaxed by a cold blooded murder. A man he didn't know was riding in a wagon along the west shore of Utah lake, near Provo, and Millard shot him. "Just for the fun of the thing," as he afterward said. He admitted that he laughed as the victim of his cruel nature writhed in his dying agony.
Shortly before he was shot, he sold his body to a Provo doctor for a pound of candy.
Avenging Mountain Meadow Murders
The next execution, that of John D. Lee, brings to mind the atrocious Mountain Meadow massacre, probably the most shocking butchery with which white men have had to do in America. Utah to date.