

# NEWSPAPER READING

It is said that 90 per cent of the great American reading world, read nothing but newspapers and magazines; and in no other country is the press so free and powerful. Newspapers are daily read by millions at their breakfast tables, in the street cars, railway cars and in the offices. And to millions of readers, the newspaper is the literature, the school, the pulpit and the forum of their nation. Many even persons who own large valuable libraries read almost nothing but the newspapers, and from them alone obtain information that makes them appear more intelligent than the professional scholar.

It may be possible that the average book is more profitable to read than the average newspaper, but the best book is not always better than the best newspaper for a large portion of the best literature is first printed in the newspaper.

We know that the newspapers were great agitators in bringing on the American revolution, the war of 1812, the Civil war, and the Spanish-American war. They have rescued persons from perilous positions, cleared up mysterious situations, exposed consuls, and saved yet by the means of finding the truth. They show human life in a thousand ways: the heights and depths of humanity; introduce to the reader rulers and paupers, statesmen and pickpockets, police and hooligans, the plume of legislation and the sword of the army, sanctuaries and dives, the home of the priest and the den of the wicked, the feasting of joy and the feasting of sorrow, the kindness of the heart and the coldness of the hand, the cell of the condemned, the house of the righteous and the rendezvous of the robber, the studios of artists and composers, and the resorts of dandies and min-streets.

They read lectures on every conceivable subject. Accidents are given of arson, bribery, cyclones, divorce, lunacy, kidnapping, murder and suicide, men on their way to honor and others to dishonor, of great inaugurations and great executions, joy and sorrow in high and in low life. In the newspapers we learn of the philosophy of ages, the arguments of theologians, the confessions of sinners, the confidences of politicians, the plans of statesmen, the vanities of artists, the vanities of authors, the glories and dreams of great geniuses, the deeds, reverses, and joyous pathos of many kinds. We see sham battles of soldiers and real battles of armies, the wedding of millionaires in mansions and the marriages of beggars in tents; the births of babies in famous families, and the funerals of men of note and notoriety; see laws made and broken, reputations gained and lost, children torn from the breasts of their mothers by decree of court, and husbands on their way to the gallows bidding farewell to their weeping wives, the condemned pardoned on the brink of eternity, and the hangman's black hood shut out the last light in the eyes of others when pardon came too late.

## NOT FOR EVERYBODY.

The danger of newspaper reading is to be mastered by it instead of using it as a servant. A newspaper is not for everybody; some things in it are for you, some for me, and some for others. We can readily tell what belongs to us and what to somebody else. It is well enough to know that an event has taken place without reading all the particulars. The head lines give us the general news. It is better to know the leading facts of the world's progress than the detailed gossip of the town. The newspaper, like the department store, strives to please by offering something to everybody. The solid news is given in a pleasing manner to men and women of studious habits, the continued stories are given to readers of fiction, the market reports interest the financiers, a whole page is given to sporting enthusiasts, the fishermen are told where fish are biting, the chess players get a column, the persons who like town-talk are considered, and serious tales are given to those who are inclined to the morbid, scandal is supplied to the scandal-monger. Pictures are provided for those who like them. In short, all tastes are considered. Every bit of current news in which women are interested is exploited at length, and this is supplemented by the talk of women's clubs, fashion notes, recipes and dress patterns. To the children there are funny pictures, jokes, puzzles, descriptions of games, and frequently coupons entitling them to theaters, dolls, dishes, toys, and other things dear to the juvenile heart. The newspaper becomes an instructor and entertainer for the whole family.

## FLOOD OF READING MATTER.

A newspaper which one person considers a model, another considers dull and uninteresting; while what the casual person merely reads as an entertaining, the best qualities of modern journalism may be to the first regarded as unbecomingly the very worst. Every type of newspaper has its admirers, and here a dozen men to be selected in a city to classify their local journals, the chances are that they would never come to an agreement. Charles Lamb was wont to remark in his quaint way, "we ought to ask grace before reading more than grace before dinner" because it is so much more difficult to select good wholesome food for the mind than it is for the body. When we consider that 70 new books are issued daily besides 2,000 daily newspapers and 1,000 weekly papers and magazines we begin to appreciate the value of judiciously applying the art of "skipping" in our reading.

Readers who make servants of their newspapers usually skip all accounts of scandal, immorality, disasters, controversies, advertisements that do not interest them, sensational stories, in fact, everything that does not at a glance promise the information they need. They select what is valuable and skip the rest.

## THREE KINDS OF PAPERS.

The United States produces three

kind of newspapers: First, the recorder which is the common village or country variety. This class records what occurs in plain daylight, but on dull days, when fires and accidents are few and the politicians are quiet, it fills its columns with clippings. Nothing can be said for or against this kind of journalism. They are plotting broad-brimmed winners. Second, the standard which endeavors to present a picture of the world's progress—it is ideal rather than real. It records the every day occurrences about which every one wants to know. It is a disseminator of general information and deals with common and effects. It keeps watch on public men, guards the public purse, and restrains those who would bring on public disaster—falls of public improvements that are underway, sugar-plum glories and heralds in popular language great inventions and wonderful discoveries. It tells what the scientists, the educators, the laymen, the writers and the others are doing and contemplates the past with the present. Third, yellow journalism which began through a desire to gain readers and advertisers and it produced results. To please its readers it demands that every day, duress or industry is not to be left out. An instantaneous photograph of a team on a horse jumping a bar, a board fence holds the attention of more people than a reproduction of a Statue of Liberty.

## YELLOW JOURNALISM.

Yellow journalism originated in 1897 when the leading exponent of this school was exploiting the Yellow Kid. The salient points of this school of journalism are: the use of the most skilled journalists. The editors and reporters are stars in their profession, and experts are a vice questioned when it comes to the matter of getting the news. Yellow journalism is the lion's share of the situation. Magazines writers handle it in every conceivable way; college professors and ministers talk about it, and every one who has faith in the value of the printed page holds it responsible. It is an extremely popular topic of conversation; even the ragged newsmen would not what brand of sensation it will permit him to cry. Joseph Pulitzer, of the New York World, was the founder of yellow journalism, and William Randolph Hearst, of the New York Journal, carried it to an extreme condition.

The purpose of the yellow paper is to advertise itself, to make people talk about it no matter what interest the reporter must relate facts if he can, but facts must not stand in the way of making the article entertaining. He must possess a bright and graphic pen, and the most brilliant articles or columns must be material for a very write-up.

While the newspaper is a picture of the world both of the good and the bad; it is to the last, the underworld, the ghastly, and demoralizing events to which details are given with such zest. The crimes of half a dozen persons attract more attention than the virtues of 1,000.

## SOME COMPARISONS.

If a newspaper regularly omitted to give an account of interesting accidents, or forgot the murders, the people would stop reading that paper and get the paper where they could get all the news. The Harry Thaw murder case occupied more newspaper attention than the battle of Gettysburg. Evelyn Thaw's testimony of one day was cited in abbreviated form to the London Daily Mail, consisting of 4,000 words, at a cost of 15s. It is said to be the longest newspaper dispatch ever sent from New York to London.

The New York American's report of that testimony of one day covered five pages or 22 columns. The notice of the death of Charles A. Dana, one of America's brightest writers, received a notice of less than three lines in the New York Sun. It was estimated that the cost of a single day's report of the Thaw trial was \$2,000. London papers printed more of the Thaw case than it did of the destruction of San Francisco, and San Francisco gave it more attention than the death of Queen Victoria. Such historical events as the victory of Japan over Russia or the failure of Republican government in Cuba took second place in newspaper importance. The celebration of emancipation, or the establishment of the permanent court of arbitration at The Hague attracted less attention. Fifteen minutes after Evelyn Thaw's testimony was given in court, it was printed and sold on the streets, while the Declaration of Independence was not printed in Philadelphia, where it was adopted, by Congress for nine days, and Boston printed it eighteen days after its adoption.

## MODERN HUSTLE.

The developments in the production of paper and in the art of printing have been great factors in the cheapening of the price of literature and the abundance of reading matter. To produce the paper which is used by any one of the largest American newspapers, ten acres of spruce forest must be cleared and swept into the paper-making machinery every twenty-four hours. A trial test was made in America to decide in how short a time living trees could be converted into newspaper. The Westminster Gazette informs us that at Elephant three trees were sawed down, stripped of the bark, cut up, converted into pulp, became paper, passed from the factory to the press and appeared as printed matter in a newspaper in two hours and twenty-five minutes. We

are told that in the United States alone more printed matter is produced every day than was in existence one hundred years ago. Four hundred copies of a small four-page newspaper was considered a good day's output of a first class printer and an excellent printer's press, now, the Robert Hoe complete printing press used on the London Times turns out 200,000 papers of eight pages each hour, or 55 papers at every tick of every wheel. Eight hundred papers of 22 pages each are printed, pasted, cut and folded every minute, or the white paper that the press consumes in 60 minutes if drawn out in a single sheet of the width of an ordinary newspaper would be 18 miles long.

## WONDER OF THE AGE.

Considering the capital in being industry and money put into every number that is read for a few minutes and then discarded, the newspapers at the price for which they are sold are the wonder of our civilization.

No literature is more worthy one's study. Scandal, political controversy, and life gossip mingled with profit be passed over; but how civilization is evolving a new commonwealth in Africa, how Cuba and the Philippines are growing into nations, how China and Japan are developing into formidable powers, how France is being redeemed from the curse—first of a religion without humanity, and then of a humanity without religion, and how our own nation is evolving the spirit of equality throughout the world, are subjects well worth serious consideration. There is no more fascinating intellectual occupation than watching the course of contemporaneous history. Never was there an equaling influence in all the history of human kind that for a moment could compare with this king and lord-crafter, banker and host-black, scholar and shop-girl, all receive their knowledge of current events through the same channel. Through the newspaper we see the intellectual occupation of the world, with its daily variations.

## A RELIGIOUS AUTHOR'S STATEMENT.

Rev. Joseph H. Pepperson, Salisbury, N. C., who is the author of several books, writes: "For several years I was afflicted with kidney trouble and last winter I was suddenly stricken with a severe pain in my kidneys and was confined to bed eight days, unable to get up without assistance. My urine contained a thick white matter and I passed many frequent urines. I commenced taking Foley's Kidney Remedy, and the pain gradually abated and finally ceased and my urine became normal. I cheerfully recommend Foley's Kidney Remedy." W. J. Hill Drug Co., "The Never Substitutes."

## AFTER GEN. BOOTH—WHAT?

(Continued from page twenty-two)

things after the general's death by a council. Already a council of 10 consultants with the general over all important matters, but of course the general's decision is final.

Drumwell Booth will probably remain at the head of affairs in the Army after the general has been removed, but whether or not he will occupy what might be called the office of "general" remains to be seen. In one's mind there is only one possible general, and that is the general himself.

## MILLIONS IN PROPERTY.

There has been a lot of talk over the famous property holdings owned by the general. It is true that the army property is worth many millions. The total receipts for the year ending June 30, 1908, were returned as nearly \$10,000,000. All the property of the army in the United Kingdom is held by the general as trustee for the benefit of the army exclusively, and in the disposal of it, as in the appointment of his successor, he is placed under the government of a deed, enrolled in the high court of chancery in August, 1878.

## SELF SACRIFICING WORKERS.

It might be mentioned in this connection that neither the general nor Drumwell Booth makes a "good thing" out of the army. It is doubtful if Drumwell Booth receives more than \$2,000 a year; if that, while the general's expenses come also within this sum. The latter has never constituted his own financial interests in managing the army. I might give you a case in point. In the early days, it was arranged that the general should receive all the royalties from the sale of books published by the army. Before very long, however, the general was asked to give up this right, and to some thousands of pounds yearly. The general one day announced before a council meeting that as these royalties had amounted to so much, he had decided to let them over to the army. That does not look like a very grasping policy. Most of the staff officers in the army are making good about half of what their earnings actually would be if they were out in the world as ordinary workers. This fact should be known, as there is much misconception concerning it.

Many critics of the general assert that he has always run the army for his own interests, but I do not think this is a fair statement. Today the general lives what might be called an "all-around" the simple life, while his son, Drumwell, has his nose to the grindstone all the time. They never go to theaters or enjoy any form of worldly amusement; they are abstemious in their habits and life, and if there is anything to be got out of the army from a strictly point of view, I don't myself see how that can be. W. B. NORTHROP.

## EX-MINISTER RUNS BUSINESS

(Continued from page twenty-two)

father's will, and so he made his choice between us and his worldly fortunes from this form which he is managing, we hope in time to supply produce direct to the consumer. Of course all our efforts have not been successful, but we must look for failures, perhaps.

## PLENTY OF CROBRES.

"We have aroused a tremendous amount of opposition everywhere. Traders in the districts into which we have looked upon us as interlopers, and our principles as a reflection on theirs. Perhaps they are; but we can't help that. One of two of our places have been raided or 'burgled' and we have had to ask for police protection. Though we try to follow the early Christian injunction as to not returning evil for evil, we do not refrain from an 'appeal to Caesar' in cases where we consider that we have been deliberately treated with injustice."

The "Rev." Clarke is a native of Calcutta, India, and is about 37 years old. He is short and stocky, and has a few white hairs on his temples. He is a member of the "C. R. A." (C. R. A. of righteousness) in this mundane existence. LOUIS HYDE.

## A SWOLLEN JAW.

It is not every day that a swollen jaw is caused by neuritis, toothache or accident. Ballard's Snow Liniment will reduce the swelling and relieve the pain. The great and sure cure for rheumatism, cuts, burns, bruises, sprains, and all other ailments. Sold by J. C. M. I. Drug Store, 112 and 114 South Main St.

## LOSS OF APPETITE.

A person that has lost appetite has lost something besides—vitality, vigor, tone. The way to recover appetite and all that goes with it is to take Hood's Sarsaparilla—that strengthens the stomach, perfects digestion and makes eating a pleasure. Thousands take it for spring loss of appetite and everybody says there's nothing else so good as Hood's.

## CAREY ACT LANDS.

10,000 acres of choice bench lands open for settlement under the Carey Act in Milford county, Utah, 124 miles south of Salt Lake City, at \$40.00 an acre for land and perpetual water right. Payments covering a period of ten years, \$4.00 quarterly every Tuesday and Friday from Salt Lake City. It is a round trip. Write or call and have reservations made. BURNETT IRRIGATED LANDS COMPANY, 612 Judge Building, Salt Lake City, Utah.

## Tested and Proven.

There is a Heap of Solace in Being Able to Depend on a Well-Earned Reputation.

For months Salt Lake City readers have seen the constant expression of praise for Doan's Kidney Pills and read about the good work they have done in this locality. Not another remedy ever produced such convincing proof of merit.

Mrs. Sarah Pearson, living at 548 Elizabeth St., Salt Lake City, Utah, says: "I gave a statement recommending Doan's Kidney Pills in 1902 and at the time think just as highly of them. I have used them on many occasions during the past five years when suffering from attacks of kidney trouble and backache and they never fail to give the most satisfactory results. I think I can unhesitatingly recommend the remedy to others suffering from kidney trouble. I inherited my kidney trouble and suffered for many years. Sharp pains passed through my back and joints and there was a weakness of my kidneys. I procured a box of Doan's Kidney Pills at F. J. Hill's drug store and they gave me relief at once. I continued taking them and they cured me in every sense of the word. I advise anyone suffering from the same disease to take Doan's Kidney Pills. For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for United States.

Remember the name—Doan's—and take no other.

THE  
**Charlton Shop**  
Women's Outfitters Exclusively.  
EXCLUSIVE  
Tailor Made Suits,  
Coats, Gowns, Evening  
Wraps  
AT MODERATE PRICES  
122 So. Main Salt Lake

**Pineules** For Backache, Rheumatism and the Kidney & Bladder  
GEO. T. BRICE DRUG CO., 309 Main—Kenyon Pharmacy.



**Spring millinery opening**  
Monday—Tuesday—Wednesday  
Exquisite Spring Millinery, beautiful and exclusive creations—Persian modes and clever American adaptations embracing a superb collection of every fashionable conceit for spring, showing a wide variety of shapes, materials, trimming and decorations. Exquisite pattern hats and faithful copies from our own work rooms, individually delicate and artistic. A showing out rivaling in breadth and beauty all previous opening Millinery exhibits



**Our Spring Exhibition of Fashion's Latest Creations**  
Monday, Tuesday, Wednesday--March  
Fifteenth, Sixteenth, Seventeenth.



**An authoritative exposition of the new Spring and Easter apparel—the exclusive and elite of the fashion world.**

What the cleverest designers have conceived and skilled fingers realized—what workrooms have produced and factories wrought to grace the Easter Maid and Matron, we have gathered in one beautiful, fascinating array for this fashion show pre-eminent.

We cordially invite a personal visit—the store puts on its most brilliant attire for your coming—an atmosphere of spring pervades every department—festoons of apple blossoms and green foliage serve as fitting backgrounds for the vast wealth of new colorings, in harmony, shading or delicate contrast—garment, millinery, fabric modes which fashion has stamped with her seal of approval.

**Fashionable Gowns---Costumes, Suits, Coats, Waists, Dresses.**

In our ready-to-wear section we present the new garment modes for Spring and Easter—the elite of the fashion world. Suits, waists, coats, gowns etc.—models that bespeak exclusiveness, embodying all the style tendencies and fashion features of Persian modists and American adaptation. An assemblage of the season's most charming apparel for women—a triumph in new fashions.

**New Silks---Dress Goods Beautiful fabrics for Spring.**

Fascinatingly rich and beautiful is the fabric vogue for Spring—lustrous, clinging silks and satins—exclusive dress woollens and suitings—sheer summery lawns and cottons—a wonderful variety of the season's new weaves, patterns, colorings and novelties. Our opening reveals the latest fashionable weaves and fabrics for the new hipless, clinging modes in suits and gowns—the elite for Spring.

The canaries among the foliage and opening decorations are presented by the Porter Walton Co., 318 So State St. Imported German guaranteed songsters.

**The Densmore**  
Kansas City, Mo.  
The newest hotel in the city. 200 rooms, 150 with private bath. Convenient to all parts of the city. Reasonable rates by the month or week.  
Transient rates.  
\$1.00 to \$2.50 per day, European.  
\$2.50 to \$4.00 per day, American.  
Densmore Hotel Co., props.