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*News For An Empire*







WILLIAM H. COWLES

Publisher of *The Spokesman-Review* for more than half a century.  
*From a photograph taken in 1921.*

# *News For An Empire*

THE STORY OF  
THE SPOKESMAN-REVIEW  
OF SPOKANE, WASHINGTON,  
AND OF THE FIELD IT SERVES

*by*

RALPH E. DYAR



*The Caxton Printers, Ltd.,*

CALDWELL, IDAHO.

1952



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Spokane, Washington

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FIRST EDITION

Printed and bound in the United States of America

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JACKET DESIGN

News headlines from *The Spokesman-Review* and its predecessor, the *Review*



## To the Reader

SIXTY-EIGHT YEARS AGO the first issue of the weekly *Review* was set in type in an abandoned schoolroom in Spokane Falls, Washington Territory, and printed on the nearest press in working order, then located at the town of Cheney some twenty miles distant. That four-page, hand-printed paper, dated May 19, 1883, was the beginning of *The Spokesman-Review*.

To tell accurately and comprehensively the story of this newspaper for a period adding up to more than two-thirds of a century takes a bit of doing; but having decided the job was one that should be done we were fortunate in having a writer available who was eager to take it on and qualified to handle the assignment. When he began his historical chore, Ralph E. Dyar had been a member of our organization for nearly four decades. He had traveled extensively over the Inland Empire, made special studies of its industries. As head of our Research Department for many years, he gathered, tabulated, and charted a wide variety of statistics about Spokane and surrounding districts. His friends have included scores of workers in all departments of our newspaper as well as many in related fields, such as newspaper syndicates, the advertising profession, research organizations, and schools of journalism. He knew and worked with my father, William H. Cowles, and with my brother, Cheney, and me when we came on the paper.

First and foremost Mr. Dyar is a newspaperman but also he is a playwright; so in presenting his book, *News For An Empire*, to you, the reader, we can give assurance that the data are mixed in with drama and that the dramatic episodes have been carefully verified.

W. H. COWLES, *Publisher*  
*The Spokesman-Review*





## Foreword

**O**N THE SUNNY FORENOON of June 9, 1948, four motion-picture newsreel men invaded the secluded room where this history was being written. They were Earl Nelson, Universal News; C. L. Edwards, Paramount News; Charles Perryman, News of the Day; and Ray Paulsen, Pacific Northwest cameraman for Pathé News Reel, produced by Warner Bros. Pictures, Inc. Their assignment for the day was an important one: taking pictures of President Harry S. Truman's visit to Spokane on what was termed a "nonpolitical" speaking tour. The history writer's office in the Review Building tower, seven stories up from the street, was a strategic spot for the photographers, giving them a bird's-eye view of Riverside Avenue, along which the President and his party were driven, and also of the speakers' stand erected for the occasion in the public square between the Review Building and the Monroe Street Bridge.

Standing close to the windows or squatting on the broad window ledge on the east side of the tower—normally, parade grounds for the pigeons—the newsmen trained their telephoto lenses on the President's motor cavalcade as it swept slowly down Riverside Avenue from a point north of the Northern Pacific depot. Then the photographers moved over to the northern side of the tower to get views of Mr. Truman speaking. As they turned the cranks of their cameras, the President's words rolled up clear and strong through the blaring loud-speakers:

I have made many trips here. I was here when the aluminum plant was set up and when a lot of other plants were set up which were top secret. . . . Had it not been for the tremendous power plants along the Columbia River, which we insisted on being built for the benefit of the public, we would not have won that war as quickly nor as thoroughly as we did win it. . . . I'm not getting very much help from this congress and that's partly your fault. . . . I hope some time later on I can come back and talk politics to you.

Among prominent Democrats on the speakers' stand was Senator Warren Magnuson of western Washington. He had flown to Spokane early that morning to join the presidential party as it toured his home state. The President's special, however, had pulled into Spokane a good hour before Senator Magnuson arrived at the Northern Pacific station. During that interval, the President had made a quick trip to the Davenport Hotel to speak to the communication workers' convention and had returned to his private car with time to spare before joining the cavalcade. To reach the Northern Pacific trains in Spokane, one passes through the station waiting room; and on his way to greet the President, the handsome, affable senator paused at the station news-stand to buy a copy of that morning's *Spokesman-Review*. This was noted by Rhea Felknor, one of several *Spokesman-Review* reporters assigned to cover the presidential visit. Not waiting for the senator, Felknor hurried down a hallway and up a flight of stairs to reach the President's train. Soon Senator Magnuson caught up with him and, paper in hand, mounted to the rear platform of the train. Standing on this platform were President Truman, Mon C. Wallgren, governor of Washington (defeated for re-election the following November) and the late Charles Ross, presidential secretary.

Reporters and correspondents on the train had piled off and gone through the station waiting room to get into the automobiles that would take them to the stand where the President would deliver his scheduled address. Ross had given the signal to clear the way for the President. Felknor was alone on the station platform.

During previous visits to Spokane, Mr. Truman could hardly have failed to see copies of Spokane's morning newspaper or remain unaware that it strongly supported the Republican party. *The Spokesman-Review* had sharply criticized both of the President's cronies, Magnuson and Wallgren. When Magnuson had run for the Senate, it pointed out that he (Magnuson) “. . . resigned from active duty in the Navy in order to retain his seat in [the] U.S. congress. . . .” Also, “his charming young secretary was enabled [through Representative Magnuson's influence] to get from the OPA enough gasoline coupons to drive his [Magnuson's] 12-cylinder

Cadillac all the way across the United States at speeds of from 40 to 65 miles per hour.”

“‘No G.O.P. War Vets’—Wallgren” was the heading of an article in *The Spokesman-Review* for August 22, 1945. Supplied by the *Chicago Tribune* service, it read in part: “Governor Mon C. Wallgren has laid down a rule in his state that honorably discharged war veterans need not apply for state jobs unless their names are on the approved list of the Democratic state central committee.”

“Loving Tax Payers Buy Yacht For Mon” was the heading of an article in *The Spokesman-Review* two months later. Attention was drawn to the fact that a steam yacht, originally costing the government \$150,000, had been bought by the Washington State Department of Fisheries for one-tenth of the sum and put in “good shape” for an additional expenditure of \$30,000 from public funds, then was used on Puget Sound “for the pleasure of the governor and by him to entertain visiting friends and dignitaries.”

Surprised to see Senator Magnuson, the Chief Executive asked him how he got there. Magnuson replied: “By gad, I just flew like hell and made it.” He handed his copy of *The Spokesman-Review* to the President.

*The Spokesman-Review* had gone to great lengths not only to present every phase of the presidential tour in text and picture but also to express a cordial welcome to the distinguished visitor. An editorial entitled “Spokane Honors the President” concluded with the words: “Spokane’s hope is that President Truman may enjoy his Spokane visit in proportion to the pleasure that the people of Spokane have in welcoming him.” Ashley E. Holden, political writer, had a friendly article in which he said of Mr. Truman: “He probably won’t be elected come November, but he’ll long be remembered as a man who wouldn’t run away from a fight.”

Mr. Truman had no opportunity to turn to the inside page where this tribute was printed. Below him, on the railway platform, was Rhea Felknor, awaiting developments. Looking up at the distinguished visitor, the reporter asked: “Mr. President, how does it seem to invade a Republican stronghold?”

Mr. Truman glanced briefly at *The Spokesman-Review* headlines

which read, "Thousands Give Truman Gala Western Welcome to Butte," then raising his head he glared down at the lone newspaperman and asked, "Do you work for this paper, young man?" When the reporter replied in the affirmative, the President's voice became raspy for virtually the only time during his Spokane appearance as he declared, "The *Chicago Tribune* and this paper are the worst in the United States." Then he continued: "You've got just what you ought to have. You've got the worst congress in the United States you've ever had. And the papers—this paper—are responsible for it."

Later that day the President and his party paused for ten minutes on the broad top of Grand Coulee Dam west of Spokane to view the tremendous spectacle of the Columbia's waters, gathered from an area twice the size of Italy, rushing over the spillway below. Reporters and correspondents surrounded the Chief Executive in an impromptu press interview. Among them were Ernest Vaccaro of The Associated Press; Merriman Smith of the United Press; Joseph H. Short, Jr., of the *Baltimore Sun*, present White House press secretary; representatives of a French news agency, of the British press, and of a leading Negro daily; and two Chinese newsmen. In answer to a question from an Eastern newspaperman, who wanted to be sure that he was quoting the President correctly, Mr. Truman said for a second time that *The Spokesman-Review* was one of the worst newspapers in the country and had a lot to do with electing the Eightieth Congress. He qualified his earlier remarks by saying that, perhaps, the Thaddeus Stevens' Congress may have been a shade worse; but he had no similar reservations in his denunciation of *The Spokesman-Review*. Callison Marks, assistant to the managing editor of *The Spokesman-Review*, reminded the President that *The Spokesman-Review* had long been a leading advocate of reclamation (the great structure on which they stood being an example of projects it had worked for), but Mr. Truman replied that this did not alter his original statement. The newspapermen dispatched their stories and the President's blast at Spokane's morning daily was widely printed.

Banner headlines across eight columns on page 1 of the next day's



THE REVIEW BUILDING

At the corner of Riverside Avenue and Monroe Street, Spokane, Washington. Built on a site acquired in 1889, and completed in 1891, this building has been continuously occupied by *The Spokesman-Review* or its predecessor, the *Review*, since that year.

to Piece

the general Spokane and vic-  
inity... today with  
and... address  
to St. Wednesday a high  
... 51 at 445 a. m.

# THE SPOKESMAN-REVIEW

THURSDAY MORNING

JUNE 10, 1948

PRICE: 10 CENTS

PHONE: 3-1111

## TRUMAN BLAMES 2 NEWSPAPERS FOR "WORST U. S. CONGRESS"

### Spokane and Chicago Publications as Responsible

### President, Margaret Truman Look Over Grandeur of Dr. Falls Park

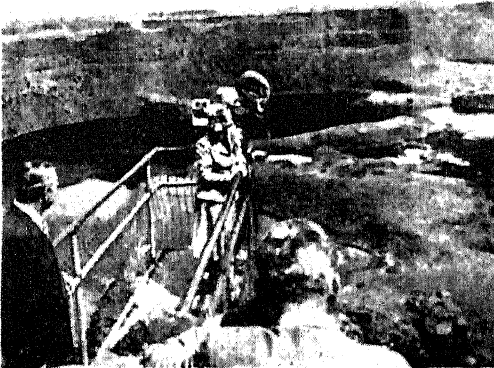
### Singles Out Spokane and Chicago Publications as Responsible

Spokane, June 9 (AP)—President Truman today...  
...the President's...  
...the President's...  
...the President's...

### U. N. SEEKS TRUCE SHIPS, WATCHERS

#### U.S., France, Belgium Asked for Vessels, 63 Observers

By Associated Press  
Geneva, June 9 (AP)—The United Nations...  
...the President's...  
...the President's...



President Truman and his daughter Margaret Truman today...  
...the President's...  
...the President's...

### SENATE SCHEDULES DRAFT BILL VOTE

#### Approval of Draft Bill Expected

By Associated Press  
Washington, June 9 (AP)—The Senate...  
...the President's...  
...the President's...

### RED CROSS LISTS 121 UNREPORTED

#### Men, Women, Totals From 65 Families of Vagabond

By Associated Press  
Portland, Ore., June 9 (AP)—The Red Cross...  
...the President's...  
...the President's...

### HAMILTON, BEMISS SCRIBES BAFFLED BY BLAST AT S. P.

#### Additional Work Will Mark Feature Story of Unanimous Action by President

By Associated Press  
Washington, June 9 (AP)—The Scripps...  
...the President's...  
...the President's...

### THREE TEACHERS TO BE PRINCIPALS

#### Spokane School Board Decision

By Associated Press  
Spokane, June 9 (AP)—The Spokane School Board...  
...the President's...  
...the President's...

### HOUSING DEMO TARGET

#### Jobless by Flood Receive a Break

By Associated Press  
Spokane, June 9 (AP)—The Spokane Housing...  
...the President's...  
...the President's...

### ENGINEER DROWNS IN PENO OREILLE

#### Body Found in Lake

By Associated Press  
Spokane, June 9 (AP)—The body of an engineer...  
...the President's...  
...the President's...

### TREASURY PLANS EASIER TAX FORM

#### Proposed Changes

By Associated Press  
Washington, June 9 (AP)—The Treasury...  
...the President's...  
...the President's...

### Full Text of Truman Speech

#### President's Remarks to the Nation

By Associated Press  
Washington, June 9 (AP)—The President's...  
...the President's...  
...the President's...

### TRAINING BOLT CURES YOUTH

#### Spokane Youth

By Associated Press  
Spokane, June 9 (AP)—The Spokane Youth...  
...the President's...  
...the President's...

### ENGINEER DROWNS IN PENO OREILLE

#### Body Found in Lake

By Associated Press  
Spokane, June 9 (AP)—The body of an engineer...  
...the President's...  
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### TREASURY PLANS EASIER TAX FORM

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## HISTORIC ISSUE

On the front page of its issue for June 10, 1948, pictured above, *The Spokesman-Review* headlined a statement made by President Harry Truman when the nation's Chief Executive, with his wife and daughter Margaret, visited Spokane the day before on a purportedly nonpolitical speaking tour. At the Northern Pacific Railway station in Spokane, and later to newspapermen at Grand Coulee Dam, the President asserted that *The Spokesman-Review* and the *Chicago Tribune* were the two worst newspapers in the United States and were responsible (presumably, with other newspapers) for the country's "worst congress."

*Spokesman-Review* read: "Truman Blames 2 Newspapers for 'Worst U.S. Congress.'" A subhead read: "Singles Out Spokane and Chicago Publications as Responsible."

In that same issue *The Spokesman-Review* devoted several pages of space to the President's Spokane visit, including the full text of his Spokane speech and, in an editorial entitled "Truman Visit Well Received," commented:

The Spokesman-Review must acknowledge the distinction accorded it by the President. He described this newspaper as one of the two "worst" in the nation and credited them with responsibility for the election of the present congress. The Spokesman-Review can only dismiss the first charge as having been made in a moment of heated partisanship and interpret the second one as a tribute to the newspaper's influence, albeit, we fear undeserved.

The personal visit of the President, both in his role of chief executive and as a political candidate, was appreciated by Spokane. The welcome mat was out this time, just as it will be the next.

After the newsreel men had left the writer's office and the President had departed for other points in his historic speaking tour that helped him win a presidential term "in his own right," the pigeons returned to their window-ledge promenade and work was resumed on the history of the newspaper the President had described as one of the two worst in the United States.

In the pages to follow the reader will be given information with which to check up on the correctness of President Truman's appraisal of Spokane's morning newspaper. The record includes many pertinent factors such as historical background, publishing policies and standards, quality and extent of news coverage, the newspaper's stand on paramount issues, character of personnel, campaigns and crusades conducted for various causes, and other material which should be helpful in determining a newspaper's standing in its field and industry.

The writing of this history was well advanced at the time President Truman visited Spokane in his campaign for the Presidency. The assignment to write it was given me by W. H. Cowles, Jr., in April, 1947, a year and a quarter after the death of his father, W. H. Cowles, Sr., who had been publisher of *The Spokesman-*



*Review* for more than half a century. In January, 1948, this writing project became a full-time job and so continued until the end of August of the following year.

The Prologue of this book supplies a backdrop for the newspaper drama by summarizing the history of the field served by *The Spokesman-Review*. The main portion of the book aims to present the history of Spokane's morning newspaper from its founding to the death of W. H. Cowles, Sr., on January 15, 1946. That span of time takes the reader from the simple pioneer days before the telephone or electric lights in the newspaper's field to the threshold of the atomic age, ushered in a few months before W. H. Cowles's death by the dropping on Hiroshima, Japan, of a bomb containing plutonium made at Hanford, in *The Spokesman-Review's* field.

Such merits as the completed book may have are due in no small measure to the help given by many persons.

Seven of those who supplied valuable material for this book, or guidance in planning it, died while it was being written. They are Dr. John T. Bird, F. J. Smyth, Colonel Guy T. Viskniskki, Oswald Garrison Villard, Frederick B. Warren, Maurice B. Amiot, and Charles Hebbard. Dr. Bird, whose radium-scarred fingers revealed how he had reached out for new facts in the art of healing, likewise sought the truth about his patients, one of whom was W. H. Cowles, Sr., outstanding personality in this narrative. Dr. Bird told me revealing facts about *The Spokesman-Review's* publisher I could not have learned from anyone else. F. J. Smyth, author and newspaperman, long a resident of Cranbrook, British Columbia, but once a typesetter in Spokane, gave me information about the tramp printers and various details of the city's early days. He recalled the very tunes played by the old variety theatre orchestras. Colonel Guy T. Viskniskki told me things he had learned about *The Spokesman-Review* in his audit of this newspaper and about his association with W. H. Cowles. O. G. Villard provided material for the chapter "W.H.C. and the AP." Frederick Warren, a field representative of the American Newspaper Publishers Association, had been an executive with William Randolph Hearst, publisher of the *St. Louis Star* (later the *Star-Times*, which discontinued publication in June,

1951). He had spent five thousand dollars gathering information for a book of his own (unpublished) containing biographies of outstanding journalists, and advised me to pay due attention to *The Spokesman-Review* editorial workers who had made names for themselves. Maurice B. Amiot, head of *The Spokesman-Review's* reference library, and of its Service Department during the years the book was being written, had been on *The Spokesman-Review's* editorial staff since 1925. He answered innumerable questions, looked up countless references, contributed many lively reminiscences about the paper's old-timers, and gave many a piece of sound and helpful advice. Charles Hebbard's reminiscences of his early experiences in Spokane, beginning in 1897, and of his associations with Herbert Hoover and W. H. Cowles supplied colorful details that otherwise could not have been included.

Among others whose co-operation helped brighten various passages were three former *Spokesman-Review* carrier boys, the motion picture and radio star Harry Lillis (Bing) Crosby, Associate Justice of the United States Supreme Court William O. Douglas, and Eric A. Johnston, administrator of the Economic Stabilization Agency, on leave from his regular job as head of the Motion Picture Association of America.

Former President Herbert Hoover supplied a requested statement by return mail. Harold L. Ickes, former head of the Department of the Interior, stepped out of his "curmudgeon" role graciously to clear up some obscurities regarding the building of Grand Coulee Dam. Another good Democratic friend of Franklin Delano Roosevelt, ex-Senator Clarence C. Dill, for a time a *Spokesman-Review* reporter and editorial writer, supplied some piquant material.

The *Spokane Falls Review*, a predecessor of *The Spokesman-Review*, was founded by Frank M. Dallam. The *Spokesman* part of the combination had three founders: Joseph French Johnson, Horace T. Brown, and J. Howard Watson. Each of these founders had a son and each of these sons was able and did supply material of great value in reconstructing the story of early newspaper days. These four men are Frank M. Dallam, Jr., of Olympia, Washington; Harold Watson, of Chelan, Washington; Dr. Redford K. Johnson, of New

York City; and Horace O. Brown, of Spokane. Horace T. Brown's descendants, including a daughter, Mrs. Alex Howie, of Spokane, had kept and kindly lent legal documents, letters, check book stubs, canceled vouchers and old papers that shed much light on the newspaper history of the eighties and nineties and substituted documentation for reminiscence.

The Associated Press in New York granted the writer the very great privilege of examining the minutes of Associated Press directors' meetings in which W. H. Cowles participated. Through this co-operation, the reader is given the very words spoken by the AP director from Spokane and of his fellow directors, at various meetings of the AP Board when important policies were in the making. Individual members of the AP personnel to whom I am especially indebted are Robert McLean, president, Frank J. Starzel, general manager; Oliver Gramling, assistant general manager; Pugh Moore; Wayne T. Cottingham, biographical editor; and Hubbard Keavy, chief of bureau, Los Angeles.

I am indebted to Pulitzer Prize winner Frank Luther Mott, retired dean of the School of Journalism at the University of Missouri, for pointing out that, in writing the story of one newspaper, an author should not forget that it is part of an industry. Also I owe thanks to Jerome H. Walker, managing editor of *Editor & Publisher*, for the following thoughtful and stimulating statement:

I think the aim of a newspaper biographer ought to be the development of the newspaper's character. If it is just a cash register operation I don't think many people outside of its own business office would give much of a damn about a book dealing with its history. What I like to read when I read a newspaper biography is how it got started, what were its aims, how did it progress as it developed its character, has it remained steadfast to those aims and become a real citizen and part of the community. To what extent have the owners' own personalities been influencing on the decisions of the editors to carry out the original aims.

I am indebted to Leonard Marshall, president, and Roy L. Rubel, executive vice-president of Cresmer & Woodward, Inc., for their helpful co-operation. William N. Bischoff, S.J., Gonzaga University, helped with passages on early Catholic missions and on the founding of Gonzaga University. Tom J. Turner also supplied valuable data.

Johnston B. Campbell, former chairman of the Interstate Commerce Commission, and C. O. Bergan, manager of the Spokane Merchants Association, supplied valuable information about Spokane's long fight for favorable freight rates. Samuel B. Pettengill, former congressman from Indiana, helped clarify points in this historic contest. Cranston Williams, general manager of the American Newspaper Publishers Association, supplied valuable information for the data on the war efforts of American newspapers. Presidents of four transcontinental railways serving the Inland Empire furnished statements in 1948 as to the carriers' policies on freight rates for interior Western communities. For these statements, thanks are due to F. J. Gavin, now chairman of the board of the Great Northern Railway, and to the following men who headed their respective railroads at the time the statements were made: C. E. Denney, of the Northern Pacific Railway Company; C. H. Buford, of the Chicago, Milwaukee, St. Paul and Pacific Railroad Company; and G. F. Ashby, of the Union Pacific Railroad Company.

Colonel Ellsworth C. French, former Washington state airport adviser and, for a time, commanding officer of the One Hundred Sixtieth Aircraft Control and Warning Group, Geiger Field AFB, Spokane, supplied much important data about aviation in the Inland Empire. He also provided the two pictures of the *Spokane Sun-God*. Ray J. Yeoman, Assistant Secretary of State, Olympia, and Jay Eldridge, Moscow, retired dean of the University of Idaho, were among those who went to musty files to establish certain details. James L. C. Ford, head of the School of Journalism, Montana State University; C. C. Chapman, publisher of the *Oregon Voter*, Portland; Frederick O. Toof, national manager of Western Associated Farm Papers; Palmer Hoyt, publisher of the *Denver Post*; Robert R. McCormick, publisher, and J. Loy Maloney, executive editor, of the *Chicago Tribune*; Fred W. Clemens, former managing editor of the Pacific Northwest Farm Trio; historians Robert G. Bailey, of Lewiston, Idaho, and Henry Reimers, Waitsburg, Washington, Ren Rice and James A. Ford are among those who have put a shoulder to the wheel. The book is better on account of assistance rendered by Miss Eleanor McClatchy, president of the

McClatchy newspapers and radio stations; H. J. McClatchy; W. B. Mansfield, editor of the *Cranbrook*, British Columbia, *Courier*; H. Loran Chapin, who served the Cowles family as chauffeur for many years; Joel E. Ferris; Marguerite C. O'Neill; Laird Bell; David C. Guilbert; Robert A. Glen; Henry Pierce; Storey Buck; Earl Constantine; Ralph Ortel; Gordon C. Corbaley; Hubert Chapin; Alfred Cowles, a director of the *Chicago Tribune*; M. J. Frey, general manager of the *Portland Oregonian*; Miss E. Belle Colver; Miss Kathleen O'Sullivan; Walter W. R. May; H. H. Geddes, of R. L. Polk & Co.; and James L. Lyle, Jr., executive secretary, Alumni Association, University of Idaho. Others who made a contribution include Melvin T. Warrick of the Spokane Retail Credit Men's Rating Bureau, Dr. Charles C. Brown, Mrs. Henrietta L. M. King, Mrs. Mabel Durham Sanders, Mrs. Kate (Dodds) Spear, Mrs. Ann (Morris) De Groat, Mrs. Mabel Hess Redding, C. Relander, Walter Blair, Robert W. Ruhl, Edgar A. Seiter. The author's debt to George Putnam, editor and publisher of the *Salem*, Oregon, *Capital Journal*, will be obvious in reading Chapter VI. The Readers' Service Department of *Printers' Ink* came to the aid of the project on numerous occasions.

Important details for Chapter XXI ("The Hanford Story") were supplied by Dr. Arthur H. Compton, chancellor of Washington University, St. Louis, and from 1941 to 1945 chairman of the National Academy of Science's committee on the use of atomic energy for war; Lieutenant General Leslie R. Groves, U.S. Army, Retired, in charge of the entire atomic bomb program during the war; Dr. Karl T. Compton, chairman of the Massachusetts Institute of Technology; H. A. Winne, chairman of the General Electric Company's nucleonics project; George L. Brown, head of public relations for G. E.'s nuclear division at Richland, Washington; Milton R. Cydell, Information Division, United States Atomic Energy Commission, Richland, Washington; and Rice Yahner, manager, information division, E. I. du Pont de Nemours & Company, Wilmington, Delaware. Dr. Glenn T. Seaborg, Radiation Laboratory, University of California, kindly supplied the names of fellow scientists associated with him in experiments leading to the discovery of plutonium,

essential element in the manufacture of the atomic bomb. John W. Snyder, Secretary of the Treasury, kindly gave permission to reproduce the one-dollar United States Treasury check paid to the Du Ponts as their sole profit for the tremendous Hanford job.

Mrs. Elizabeth S. Gilbert and Miss Mary C. Johnson of the research staff at the Spokane Public Library rendered service to this project far beyond the "call of duty." Many associates on *The Spokesman-Review* have been of great help, including Harold E. Cassill (general manager), James L. Bracken, managing editor, Malcolm Glendinning (former managing editor and who held the post of editor prior to his retirement in 1949), W. D. Edmunds (production manager), Herbert R. Pitts, Rexford C. Brainard (manager, employee relations department), Miss Margaret Bean (editorial department), Miss Elsie K. Grund (W. H. Cowles's secretary), Mrs. Arthur H. Brown (of the newspaper's reference library), and many others. I owe thanks to my wife, Else K. Dyar, for valuable suggestions, reminiscences of early Spokane days, and for other help and inspiration. My secretary, Mrs. Evelyn H. Actor, was an active collaborator. She tracked down dates, names, and incidents for use throughout the book, besides attending to the correspondence and appointments that became part of the job; she handled the typing and filing of hundreds of notes and, finally, typed the text in a succession of versions. Mr. Eugene F. Hoy, of The Caxton Printers, Ltd., did a highly capable and conscientious job in editing the manuscript. Others who have been of assistance are mentioned in the book as the story unfolds. To these and others who helped, but whose names may not be mentioned, I also extend sincere thanks.

Above all, I am grateful to W. H. Cowles, son of the late W. H. Cowles, for giving me this writing job, for letting me have his father's former office in the Review Building tower in which to do the writing, and, last but not least, for having sufficient faith in me to allow me to write this story without any specifications as to how it should be done either before or during the writing. He made available to me source material of the greatest value in getting the record straight, including letters his father received from Harvey

Scott and H. L. Pittock of the *Portland Oregonian*, other important letters and the original agreements and contracts covering the merger of the *Review* and *Spokesman*, and the subsequent sale of the co-owners' stock to W. H. Cowles.

Late in life, W. H. Cowles, Sr., prepared *The William Hutchinson Cowles Family Album*, in two volumes, containing a written and pictorial record of his and Mrs. Cowles's families in America. A copy of this album was put in my hands and provided invaluable source material.

Much of Chapter XX was derived from the story of Grand Coulee Dam written for *The Spokesman-Review's* Progress Edition by the late Wilbur W. Hindley when he was its editor. A large part of Chapter XXI is derived from the story of the Hanford atomic bomb development as reported during the war by Leon Starmont and other reporters in regular editions of *The Spokesman-Review* and as summarized by Mr. Starmont after the war for the Progress Edition.

I am deeply grateful to William M. Cruikshank, trustee of the estate of Theodore Roosevelt, for permission to use in my book hitherto unpublished letters written by "T. R." to W. H. Cowles, Sr.; also to Hermann Hagedorn, secretary and director of the Roosevelt Memorial Association, for his services in making the arrangement.

Many histories, biographies, books of general information, pamphlets, brochures, and standard books of reference, have been consulted. A partial list of these, including volumes that were most helpful, are listed in the Bibliography at the end of this book.

Files of *The Spokesman-Review* and of its predecessor papers have been a major source of material. Several years ago, Frank M. Dallam, son of the founder of the *Spokane Falls Review*, donated to Spokane's newspaper library copies of the old *Review*, inherited from his father, and, while the file is not complete, key issues were among those preserved, including Volume I, Number 1 of the weekly *Review*, the first issue of the *Review* as an evening daily, and its first issue as a morning daily.

My own memories covering four decades with *The Spokesman-Review* and including friendly associations with W. H. Cowles, Sr., W. H. Cowles, Jr., Cheney Cowles, N. W. Durham, William C.

Morris, Stoddard King, Charles C. Hart, and many other leading figures in this history, have helped fill in various details. There is historic backing—a letter, document, newspaper article, valid reminiscence or other authority for each statement in the book. Conversations given are either verbatim reports or are the words as remembered by a person who listened in.

With the advantage of all this help and an abundance of source material, I have endeavored to set down an accurate, honest, comprehensive account of *The Spokesman-Review's* history, as well as the history of the field it serves. For any inadequacy in the presentation or for any error or misstatement I accept sole responsibility.

At a University of Minnesota alumni gathering I acted on the opportunity it gave to quiz the guest of honor, the university president, Dr. James L. Morrill, regarding his views on writing a newspaper history. Besides being a distinguished educator Dr. Morrill has had wide experience in newspaper work. From 1913 to 1919 he was with the *Cleveland Press* (Scripps McRae League, now a member of the Scripps-Howard chain), during those six years serving as reporter, copyreader, feature writer, political correspondent, city editor, and acting managing editor. He taught journalism at Ohio State University. Among the matters Dr. Morrill thought the author of such a work should emphasize was the newspaper's *impact on its field*. That recommendation, so sound that it becomes a must, presupposes giving information about the territory served by the newspaper in question. A logical starting point for our narrative, therefore, seems to be the dramatic moment when civilized man first discovered the area now known as the Inland Empire, the field served by *The Spokesman-Review*. The Prologue, therefore, starts at that interval of time.

RALPH E. DYAR  
Spokane, Washington





## Prologue

**A**T TWO O'CLOCK in the afternoon of August 12, 1805, four men who had been hunting on the eastern slope of the Rocky Mountains climbed a ridge dividing the waters of the Atlantic and Pacific oceans. Descending a steep grade for three-quarters of a mile and coming to a creek of cold, clear water flowing toward the Pacific, they stopped and drank.

The four hunters, John Shields, George Drewyer, Hugh McNeil, and Meriwether Lewis, had stepped into what is now known as the Inland Empire of the Pacific Northwest. They were the first civilized men to enter this district. The stream from which they drank on that warm summer afternoon was a remote tributary of the Columbia, outstanding geographical feature of the Inland Empire. They were members of the expedition sent by Thomas Jefferson, and financed by Congress with a grant of twenty-five hundred dollars, to explore the mysterious Oregon Country and to form, if they could, a line of communication from sea to sea.

The Oregon Country embraced an area of 443,871 square miles between the Rocky Mountains and the Pacific Ocean. Russia owned the land beyond its northern boundary, Mexico all to the south. Ownership of the Oregon Country itself still was to be established. Just one party of civilized men had ever crossed it, Alexander Mackenzie and seven companions, in 1793, far to the north of the Lewis and Clark route.

There were thirty-three persons in the Lewis and Clark party: the two army captains, Meriwether Lewis and William Clark; twenty-six soldiers; two half-breed interpreters; York, the giant, coal-black Negro slave of Clark; Sacajawea, the petite nineteen-year-old wife of Charbonneau, who was one of the party's interpreters; and their six-months-old baby, "Pomp." Sacajawea had been won by Charbonneau in a gambling bout with an Indian chief. Since she helped

materially in guiding the explorers through the country she knew, and in enlisting the aid of her tribe, the Shoshones, who provided horses at a critical moment, she surely rates as one of the most important gambling stakes in history! The party had a mascot, a Newfoundland dog, Scannon.

Civilized man's first knowledge of the Inland Empire comes from the Lewis and Clark explorations. The expedition diaries are the first written record of the mountains, rivers, forests, people, plants, soils, climate, and other features of this area.

No matter from which direction the early explorers approached the Inland Empire, they first had to pass through a formidable range of mountains: on the east the Rockies, longest and highest mountain system in North America; on the north the Selkirks, extending into Canada; on the south the Blue Mountains and Wallawas of Oregon; and on the west the heavily timbered Cascades. Embracing about one-fifth of the original Oregon Country, this district includes great stretches of open country, fertile prairies, deserts covered by sagebrush, minor mountain ranges, broad valleys filled with deep deposits of alluvial silt, deep coulees, box canyons, vast forests, veins rich in precious metals, four hundred lakes, a network of rivers and streams—even a petrified forest. Its climate is tempered the year round by currents of air often laden with moisture blowing up the Columbia River Valley from the warm surface of the Pacific Ocean.

The Columbia River, that magnificent and magic stream which dominates, beautifies, and enriches this area, has its source in Canada. Entering the United States almost due north of Spokane, it flows in a southeasterly direction for 112.3 miles, then makes a great U-turn toward the west. Reaching the Cascade Mountains its course is turned by that barrier toward the south and then east. Beyond its confluence with the Snake the Columbia again flows westward. At The Dalles the waters gathered from half a million square miles of territory rush through a crack forty-five yards wide and sweep onward to the Pacific Ocean. This great river flows for 561 miles through the Inland Empire.

With the help of the friendly Shoshones, the Lewis and Clark party worked their way along the eastern side of the Bitterroot range of mountains to the vicinity of the present city of Missoula, then through the Lolo Pass and southward to a point on the Clearwater River where north and south branches meet. Here they pitched camp and built five canoes. Floating down the Clearwater to the Snake, which winds from southern Idaho into the Inland Empire, the party camped at the confluence of the two rivers, directly across from today's Lewiston, Idaho. In the midst of what is now a rich farm and stock-raising district, the explorers satisfied their hunger with camas roots, stewed dog, and dried fish.

Leaving this camp, the explorers' canoes swept past the southern boundary of today's Whitman County, the northern boundaries of Asotin, Garfield, and Columbia, and cut through the upper third of today's Walla Walla County. Reaching the Columbia the party struck camp near the point where three Inland Empire counties join—today's Franklin, Benton, and Walla Walla. They were on the southern rim of the semiarid Columbia Basin, destined to be reclaimed by water from the river they now viewed for the first time. Grand Coulee, site of today's great power dam, was 120 miles to the north—266 miles by water.

Captain Clark took a canoe and ascended the Columbia to an island from which he could see the mouth of the Tuptal or Yakima River, now an important source of irrigation water for a highly productive farming area. If Captain Clark had kept on for another thirty miles he could have taken notes on the present site of the atomic plant at Hanford.

Continuing down the Columbia for 188 miles beyond the western boundary of the Inland Empire, the explorers reached the Pacific Ocean. They spent the winter at the mouth of the Columbia. Disappointed in not being met by ship, they started on their return journey overland late in March, 1806.

Abandoning their canoes at the mouth of the John Day River, the travelers loaded their baggage on the backs of horses bought from the Indians and crossed the Inland Empire on the great Nez Percé Trail, worn broad and deep by generations of Nez Percés, Walla

Wallas, and Cayuses traveling to the buffalo country east of the Rockies. Snows in the Bitterroots delayed them for two months, but they were back in St. Louis by September 23, 1806.

Big fur traders saw a golden opportunity in the Lewis and Clark discoveries. First to act on the chance for gigantic profits was the North West Company of Canada, rising threat to the older but more conservative Hudson's Bay Company. A veteran North-Wester, David Thompson, was sent across the continent in 1807. He entered what is today the Inland Empire from the north the following year. In what is now Lincoln County, Montana, Thompson, finding larch, red fir, and white cedar, wrote: "I could not help thinking what fine timber for the Navy [exists] in these forests, without the possibility of being brought to market." In 1942, twenty-six sawmills were located in that Inland Empire county alone!

Thompson, or men under him, built four fur trading posts in the Inland Empire: one on the Kootenai River near the present site of Libby, Montana, in 1808 (soon abandoned); another on Clark Fork, near the present Thompson Falls, in 1809; a third on the northeast shore of Lake Pend Oreille in what is now the Idaho Panhandle, in 1809; and, late in 1810, Spokane House on the Little Spokane River, a tributary of the larger stream which today bisects the city of Spokane.

By that time the powerful American fur trader, John Jacob Astor, was completing plans to capture his lion's share of the Oregon Country fur trade. Astor and his associates organized and sent two elaborately equipped expeditions to the Oregon Country. One went by sea around the Horn, the other by land over the Lewis and Clark route. Both expeditions suffered ghastly hardships and disasters but, despite difficulties and misfortunes, a fortified trading post and headquarters, Astoria, was built ten miles from the mouth of the Columbia. And none too soon, for the energetic David Thompson arrived there shortly afterward, intending to plant the Union Jack at that strategic spot.

Astor's men came into the Inland Empire from the west. They built one trading post on the Columbia at the mouth of the Okanogan River, another, called "Fort Spokane," on the Little Spokane

close to the North West Company's Spokane House. To reach the site of their Fort Spokane they rowed up the Snake River to the mouth of a much smaller stream, the Palouse. Leaving their canoes and bateaux with the chief of an Indian village at that point, they loaded their baggage on horses bought from the chief and traveled northward over rolling open country which is now a checkerboard of wheat and pea fields, fallow land and pastures.

Astor's fur business in the Inland Empire had a good start. His men needed twenty-eight horses to carry the first season's take of furs from the post on the Little Spokane to the Palouse River. But just as Astor began, war between Great Britain and the United States struck a staggering blow at his Pacific fur business. The British captured Astoria, renamed it Fort George. Through the connivance of an Astor partner the North West Company got his Oregon trading posts, equipment, and stocks of furs at a fraction of their value. The British flag flew over the outposts of civilization in the Inland Empire.

The North-Westerns built an additional fort in the Inland Empire—Fort Nez Percé, later called Fort Walla Walla, thirty-one miles west of the present city of that name. It was completed in 1818 and, as a way station and source of supplies for the missionaries who came in the 1830s, it occupies an important place in the district's development.

To stop the bitter warfare, marked by bloodshed, between the North West Company and the Hudson's Bay Company, Parliament forced a merger of the two in 1821. The older company's name was given to the combination but from the younger company's personnel came the man who was to head the Oregon Country's fur trade, Dr. John McLoughlin, of Winnipeg. He took over his great new job in 1824. He was an imposing, almost august figure of a man, six feet three inches in height, his florid face clean-shaven and with a great shock of white hair reaching nearly to his shoulders.

Six years before Dr. McLoughlin's appointment, a treaty between Great Britain and the United States had provided for the joint occupancy of the Oregon Country by the two nations. However, American citizens rash enough to go into that wilderness domain were

strictly on their own. For many years the only government in the Oregon Country was that exercised by Dr. McLoughlin. Given dictatorial powers, he ruled his domain with a firm hand and always with the interests of Great Britain solely at heart, except, later, when it came to extending courtesies to the American missionaries.

As headquarters Dr. McLoughlin built a great central trading post, Fort Vancouver, on the north bank of the Columbia River, a few miles upstream from the mouth of the Willamette. The confluence of these two rivers is twelve miles north of Portland, Oregon. Dr. McLoughlin introduced efficient methods and handled his employees and the Indians with skill and understanding. He closed the inconveniently located Spokane House in 1826. To take its place he had built, the year before, another inland post at Colville, strategically situated on the Columbia.

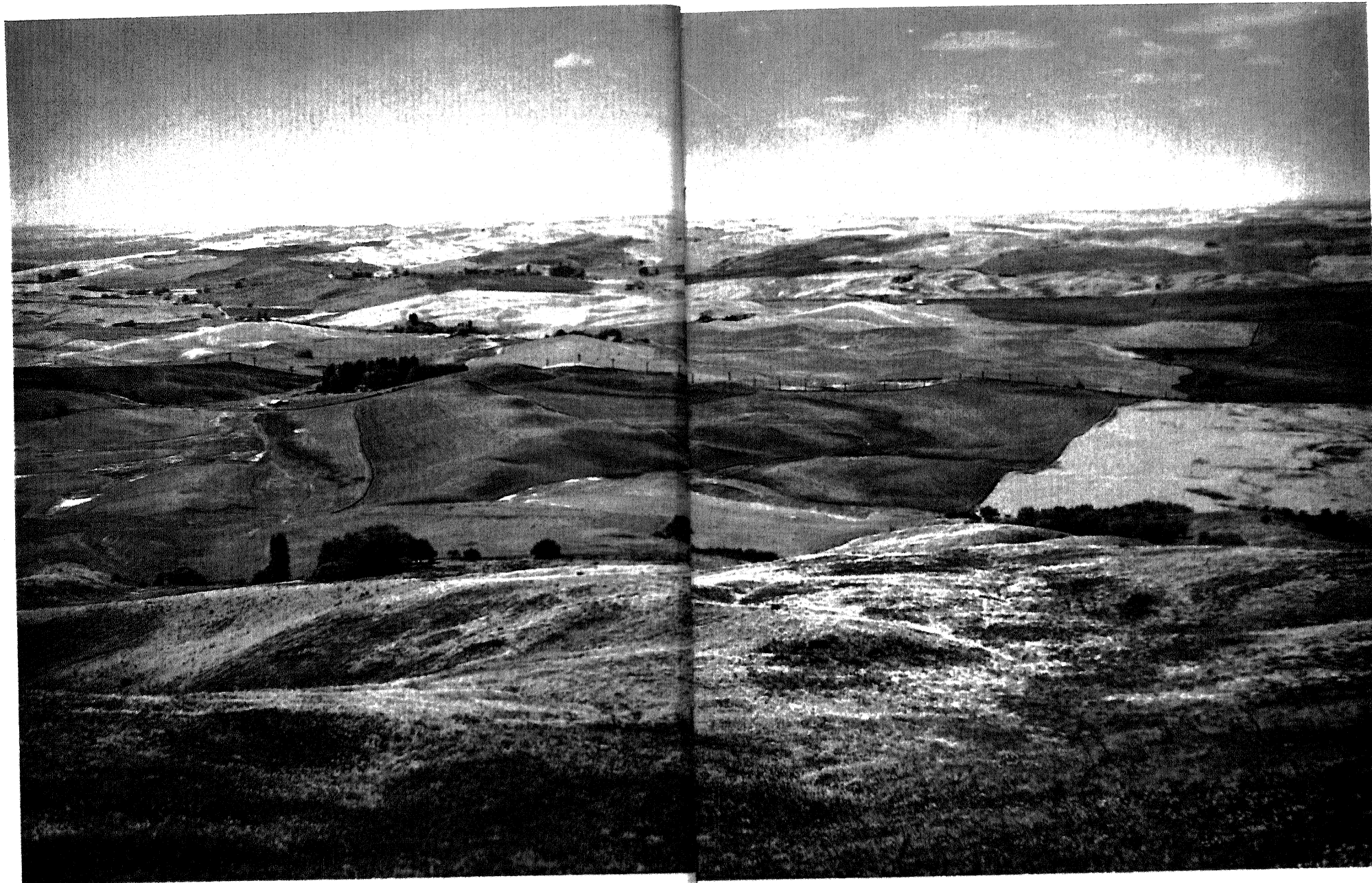
Dr. McLoughlin took effective steps to keep American competitors out. He refused to trade with American fur companies or with Indians who sold their furs to Americans. Nine American fur companies were driven from the field. Settlement of the Oregon Country by Americans was systematically discouraged so as to keep it a game preserve as long as possible and have its population made up of British subjects. Hudson's Bay propaganda pictured the Oregon Country in such terms as "A myasmic wilderness uninhabited except by wild beasts and more savage men." Such statements helped confirm the widely held belief that the Oregon Country had no value. Listen to Washington Irving: "Indeed these treeless wastes between the Rocky Mountains and the Pacific are even more desolate and barren than the naked upper prairies of the Atlantic side; they present vast desert tracts that must ever defy cultivation." United States Senator McDuffie declared he wouldn't give a pinch of snuff for the whole of the Oregon Country. Except for the fur traders the Inland Empire remained uninhabited and unexplored by white men for thirty years after Lewis and Clark first reached it. And it might have remained a wilderness for many more years, and much of it might now belong to Canada, had it not been for a group of indomitable American missionaries.



#### GIANTS WHEN THE NATION WAS AN INFANT

On their western journey in 1805, shortly after they emerged from Lolo Pass, in the Bitterroot Mountains, Lewis and Clark went through a cedar forest, of which a colorful glimpse is given above. Even then many of the trees were hundreds of years old. These giant cedars are in the Clearwater National Forest. Road maps show the historic stand of timber, designated as "the Cedars," to be sixty-five miles northeast of Pierce, Idaho, or—as the crow flies—fifty-five miles due west of Missoula, Montana.



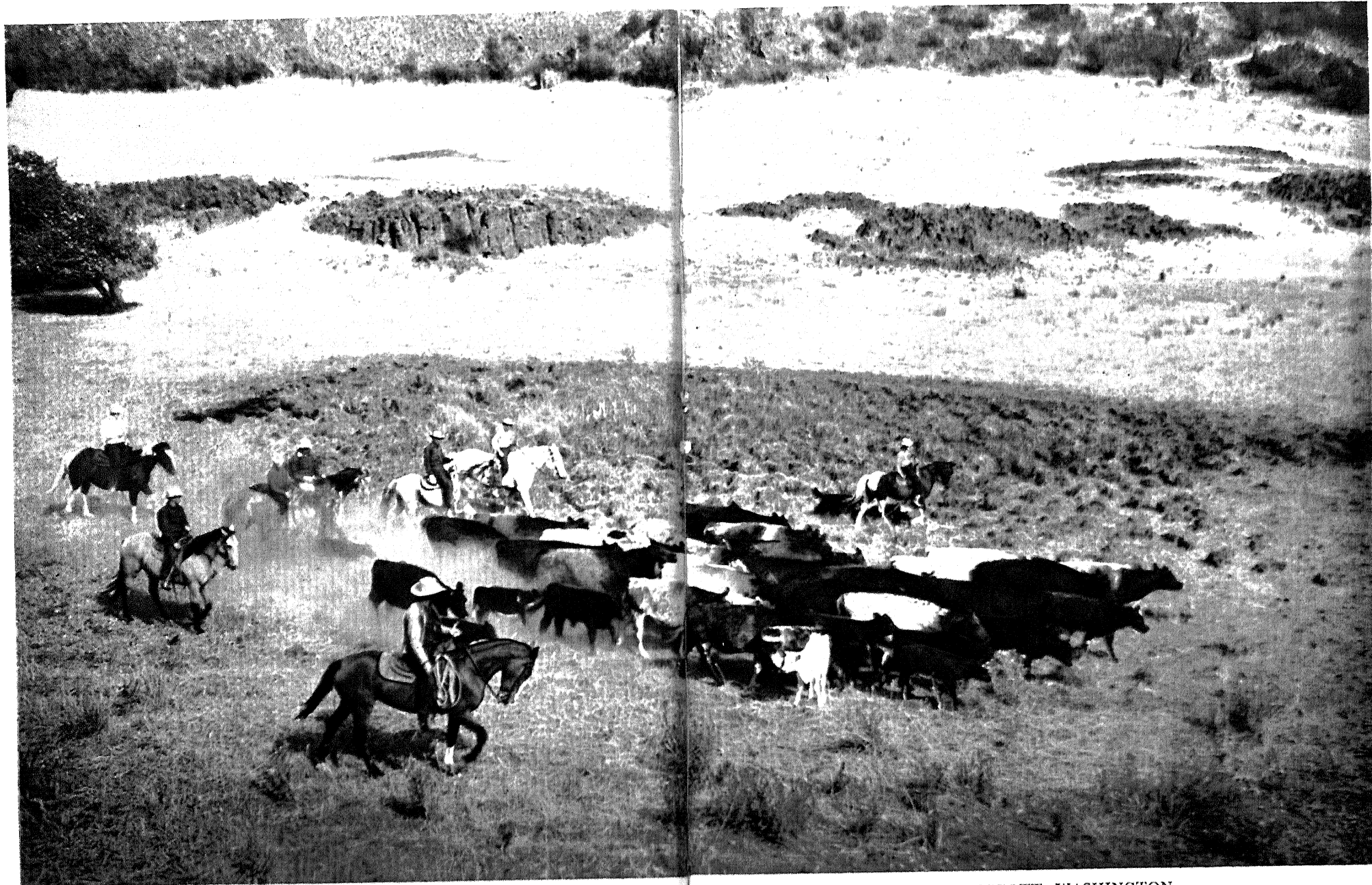


#### HISTORIC PALOUSE COUNTRY GROWS

Bird's-eye view of the Palouse country of eastern Washington and northern Idaho, as seen from the top of Steptoe Butte. The rolling terrain shown on these pages, and extending beyond the vision of the camera's eye, is historic ground. Lewis and Clark, in 1805, came within thirty miles of the spot from which this picture was taken; but while they may have viewed the swelling contours of this district, they little realized its immense fertility. Fur

#### MUCH OF NATION'S WHEAT AND PEAS

traders and missionaries crossed and recrossed the region. Embattled Indians in garish war paint fought the blue-coated United States troops amidst its sea of bunch grass. Lieutenant (later Captain) John Mullan and his fellow soldiers built a road across its volcanic-ash soil to link two great rivers, the Columbia and the Missouri. Settlers homesteaded nearly every tillable acre of this immense expanse between 1859 and 1890.

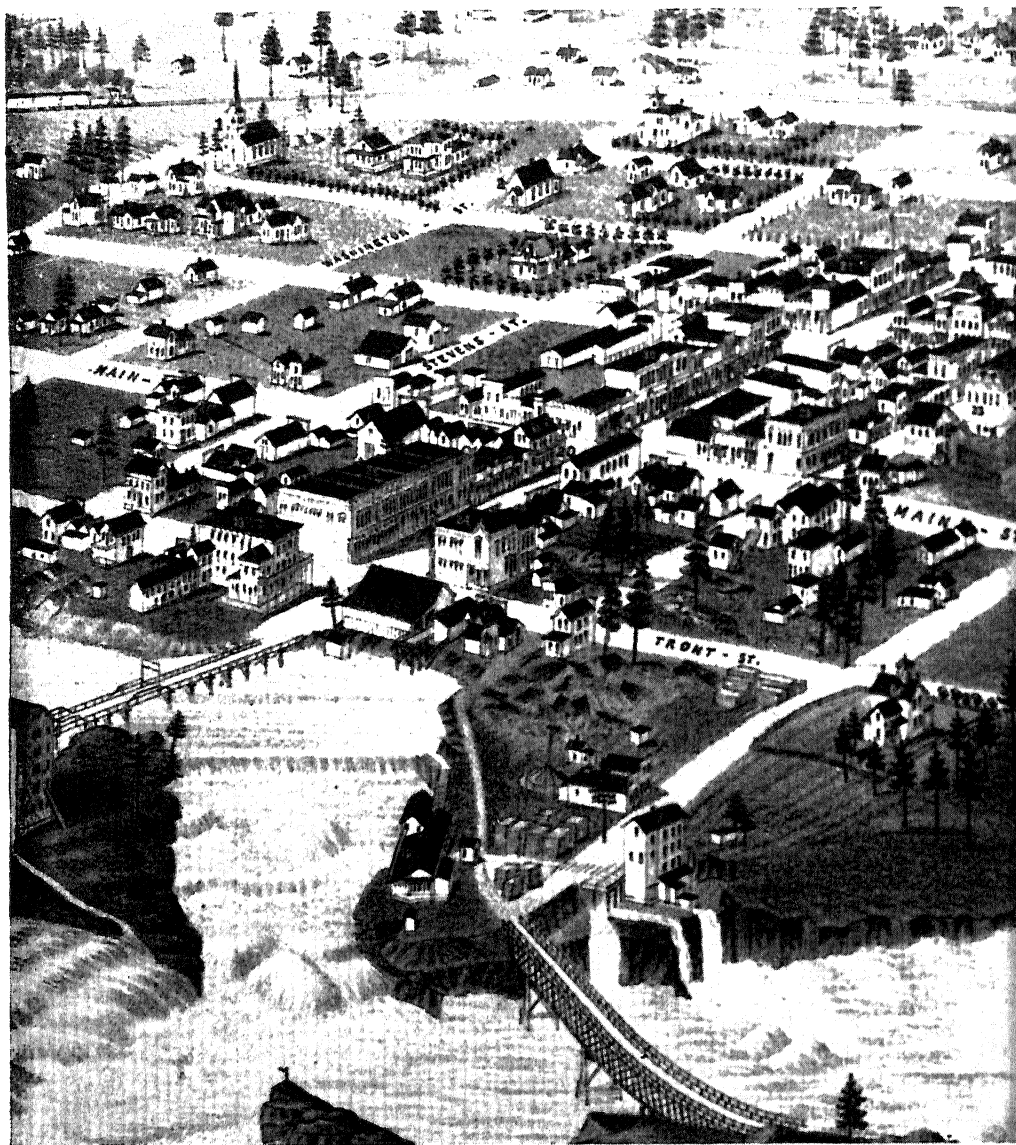


#### ROUNDING UP BEEF CATTLE ON RANCH OF

When that courageous Congregational minister, the Reverend Samuel Parker, alone—except for Indian companions—explored parts of the Inland Empire in 1835-36, he found cattle at Hudson's Bay trading posts. In the next decade, missionaries Marcus Whitman, near today's Walla Walla, Washington, and Henry Spalding, near modern Lewiston,

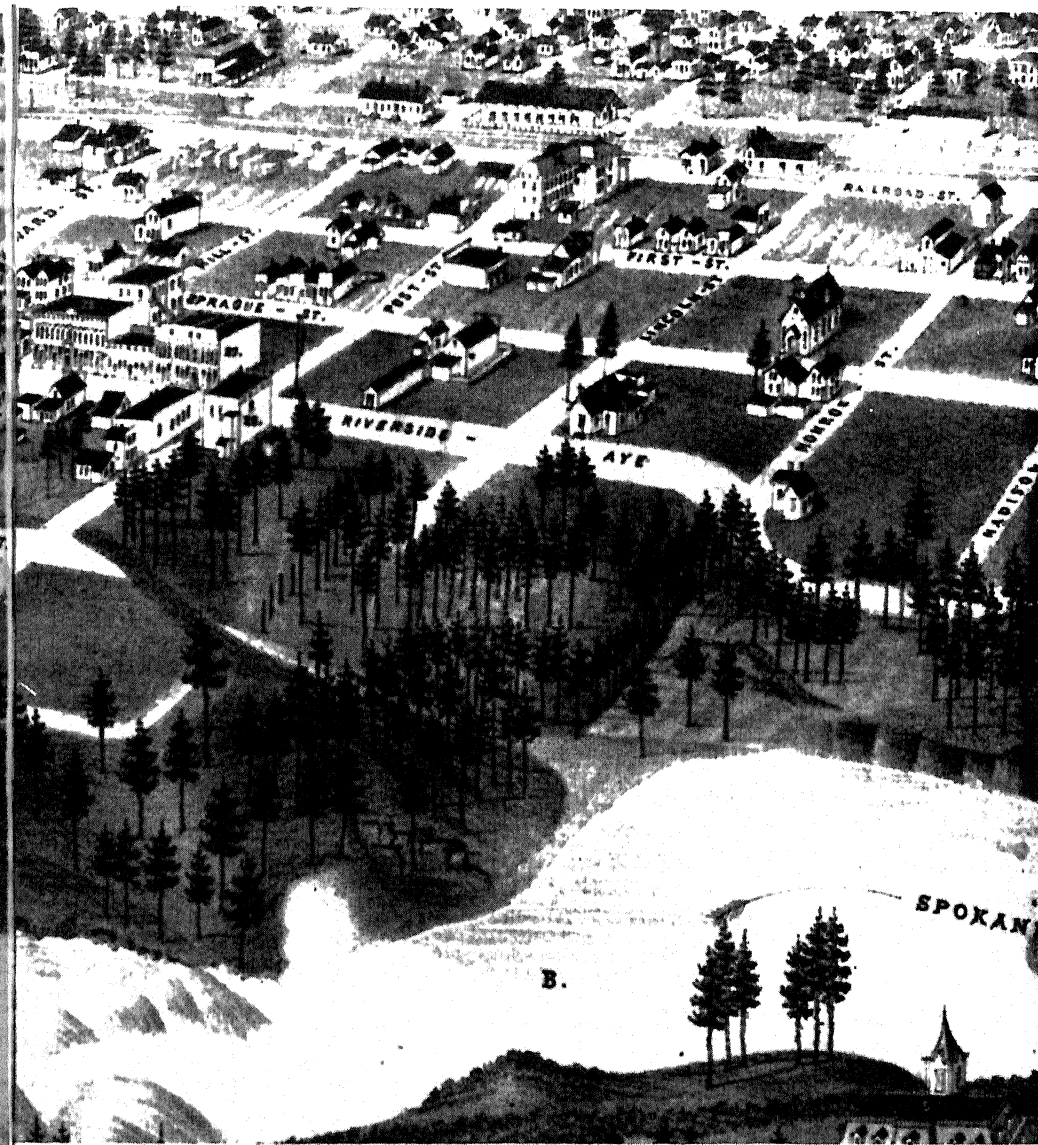
#### WILLIAM BENNETT NEAR ENDICOTT, WASHINGTON

Idaho, made a big success with their flocks and herds. Settlers who poured into the area, after Colonel George Wright's subjugation of the Indians, first raised cattle on their new homesteads and later cultivated crops. With the new century and the immense expansion of stock breeding between the four mountain ranges, great packing plants were attracted to Spokane, the district's central city.



BUSINESS DISTRICT OF SPOKANE FALLS

On these pages is pictured the Spokane Falls business district of 1884, the year after the *Review* was founded. The illustration is from a portion of a map of the pioneer town, prepared by J. J. Stoner, of Madison, Wisconsin, five years before the disastrous fire which destroyed virtually all of the business structures shown here. The abandoned schoolhouse in which the *Review* was first printed is, presumably, the one-story structure on the farther



FIVE YEARS BEFORE THE GREAT FIRE

side of First Avenue, halfway between Post and Lincoln. The Union Block, southeast corner of Front and Howard, was the home of the *Review* from 1884 to the spring of 1889. The present site of the Review Building, at the southeast corner of Riverside Avenue and Monroe, is vacant.



### TWO HISTORIC STREAMS

At the foot of the knoll (near the center of the picture), the swift, green-tinted Clearwater River flows into the mighty Snake. Lewiston, Idaho, founded in 1862 as a supply point for the mining towns of Pierce City and Orofino, is in the angle between the two streams. The thriving town of Clarkston, Washington, is across the Snake from Lewiston. If you drive in a northerly direction along the serpentine highway glimpsed here and there in the foreground you will come at length to the rolling fields of the Palouse country (shown on the second and third pages of this pictorial section); then, driving still farther north, you will come to Spokane, some one hundred and eleven highway miles from Lewiston. Under "Lewiston," in the Index, are references to many historic happenings in this area.

In 1835 one lone American came from Ithaca, New York, to look the Oregon Country over. That man was the Reverend Samuel Parker. He wasn't an experienced explorer; he was a Congregational minister and dominie in a girls' school. He wasn't a young fellow with the fire and derring-do of youth; he was fifty-six years old. He wasn't an outdoorsman or frontiersman—just a family man who liked home cooking, a comfortable hearthside, and his slippers.

But he was deeply religious and, learning that some of the Western Indians had sought light on the white man's religion, he volunteered to go to the Oregon Country to find out from personal observation if it was feasible to establish missions there. A physician of the Presbyterian faith, Dr. Marcus Whitman, was eager to accompany him. These two zealots were authorized to make the tour of investigation by the American Board of Commissioners for Foreign Missions, representing both of their denominations.

The doctor and dominie started on their tour in the spring of 1835. Traveling westward with a company of fur traders they reached the "rendezvous" at Green River, in what is now western Wyoming, on the west side of the Continental Divide. Here the trappers brought the peltries intended for market and in return received supplies and equipment for another year of trapping; here they indulged their vices to the limit during the brief holiday. Getting much firsthand information about the Oregon Country from those at the rendezvous who knew it well, the two investigators were convinced that the Nez Percé and Flathead Indians presented a field for missionary labor that was "white for harvest." They saw that a year would be gained if Dr. Whitman returned East immediately and obtained associates to go out with him the following year. That meant that Samuel Parker would go on alone, with a Nez Percé named Charle as guide and with some of the trappers and Flathead Indians as companions part of the way. Dr. Whitman had some misgivings about this plan but agreed to it. Three years afterward Parker published a book, *Journal of an Exploring Tour Beyond the Rocky Mountains, 1835-1837*. Besides being an exciting travelogue it put the ministerial stamp on a complete refutation of the Oregon Country as a barren and dangerous wilderness.

Not a bit dismayed by the possible rigors and dangers of the trip, and in the firm belief that God looks after His own, the valorous minister bade good-by to Dr. Whitman on August 22, 1835. He and his Nez Percé guide made their way on horseback through the Rocky Mountains in a month.

The minister's Indian companions were very kind to him, anticipated his wants, furnished little comforts. He slept in a tent, put up by the Indians, with his portmanteau for a pillow. On October 1, 1835, they reached the site of present-day Lewiston. The minister noted the shortage of wood for building at this place but suggested that "at the confluence of these rivers a supply may be brought down the Cooscootske [Clearwater]." A shrewd observation, in view of the fact that the world's largest white-pine sawmill is now located at this site and that innumerable logs have tumbled down the Clearwater in the spring drives.

Equally prophetic were the dominie's observations of the Walla Walla country, over which he passed in the next few days: "How easily might the plow go through these vallies, and what rich and abundant harvest might be gathered by the hand of industry."

Some of the Indians he met disagreed with what the Reverend Samuel Parker told them. Taking issue with him on the subject of plural wives was a Cayuse chief who said he would not part with any of his; he had "always lived in sin" and it was too late to alter his life.

As the tourist from Ithaca neared Fort Walla Walla, the Indians there fired a salute and rushed out to look him over. Seemingly unaware that there was anything odd about a minister of the gospel touring the wilderness, he thought it mighty nice of Pierre C. Pambrun, the superintendent, to meet him at the stockade gate and bid him welcome! In the soil around the trading post the factor grew corn, potatoes, and a variety of garden vegetables. He had cows, hogs, chickens. Flour was obtained from the company mill at Vancouver. Sitting in a *chair* (the italics are his) at a table, the dominie asked a blessing on the bread, butter, and milk placed before him.

Samuel Parker spent the next six months with Dr. John McLoughlin at the comfortable Hudson's Bay headquarters at Van-

couver; in April, 1836, he was back in the Inland Empire. After revisiting the Walla Walla and Lewiston country he traveled to points north, noting the fertility of the Palouse country, visioning a transcontinental railroad serving the Spokane area. At Colville he observed that the fur traders were growing winter and summer grains and garden vegetables and were well supplied with the useful animals and fowls common to farming establishments. He saw the marvels of Grand Coulee. Having done the job assigned to him, including the selection of three mission sites, he decided against a return trip through the Rockies and went home by boat.

By that time Dr. Whitman was westward bound. With him were his bride Narcissa, Henry Harmon Spalding and his wife Eliza, an odd-jobs man, W. H. Gray, unmarried, and two Nez Percé lads named Ais and Tackitonitis he'd taken East with him the year before from the Green River rendezvous. The first part of the trip was with some traders of the American Fur Company as guides and companions, the last part with some Hudson's Bay men. Mrs. Spalding and Mrs. Whitman were the first white women to cross the Rocky Mountains and Dr. Whitman chalked up another first by taking a wheeled vehicle as far as today's southern Idaho.

The Whitman party entered the Inland Empire from the south through the Blue Mountains. After a few days' rest at Fort Walla Walla, where Mr. Pambrun proved an attentive host, the entire party continued on to spacious Fort Vancouver, where they were met with warm hospitality by Dr. McLoughlin. The Methodist, Jason Lee, had established a mission in the Willamette Valley two years before. Their host urged Spalding and Dr. Whitman to locate there also, but they had made up their minds to establish their missions on the east side of the Cascades. While the women stayed at Vancouver, the men went upriver and built a log cabin at Waiilatpu, six miles west of the present Walla Walla. Before Christmas Narcissa Whitman, although pregnant, had joined her husband in their rude shelter, and the Spaldings were at home in their mission at Lapwai, eleven miles from present-day Lewiston.

The next year W. H. Gray took the long trip East. While in the East he married and in 1838 returned to the Inland Empire with his

bride and three other newly married couples: Elkanah and Mary Walker, Cushing and Myra Eells, and Asa and Sarah Smith—also a twenty-three-year-old teacher, Cornelius Rogers, unmarried. With four honeymooning couples as his companions the youthful bachelor might well have found the long trip an ordeal!

The Walkers and Eellses established a mission among the Spokane Indians at Tshimakain, about twenty-five miles northwest of present-day Spokane. The Smiths settled at Kamiah with Cornelius Rogers as a fellow worker, but they found the Indians unfriendly and had to leave.

The missionaries wrote early chapters in five Inland Empire industries: stock raising, farming, flour milling, lumbering, and printing. Henry Spalding and Dr. Whitman each had a lumber mill and a grist mill run by water power. Dr. Whitman found the passing emigrants so eager to buy his flour that he twice enlarged the capacity of his mill. He had wheat seven feet high, corn nine feet high, and raised a variety of vegetables, including asparagus, now a major crop for canning in the Walla Walla Valley. His cattle grew sleek and fat on the western bunch grass. So did his flock of sheep, for which the breeding stock was secured from the Hawaiian, then known as the Sandwich, Islands. The animals multiplied. From small beginnings Dr. Whitman built up his flocks and herds until he had 290 head of cattle, 46 horses, and 92 sheep. Spalding's livestock holdings came to include 94 head of cattle, 31 hogs, and 39 horses. He was the first man to grow potatoes in what is now the state of Idaho.

In 1839 a small Ramage printing press was transferred from the Sandwich Islands to Spalding's mission at Lapwai. A small volume produced for the Indians at the mission, *Nez Percés First Book*, was the first volume published in America west of the Rocky Mountains.

Slowly but surely the nation's ideas as to the nature of the Oregon Country were being changed. The fact that cultured women had crossed the Rockies dramatized the fact that it was not so inaccessible as it had been pictured. The Reverend Samuel Parker's book about his Western adventures was widely read and he delivered hundreds of lectures about the Oregon Country, making its beauty, fer-



tility, and favorable climate known to thousands. A fanatical graduate of Harvard, Hall J. Kelley, made a profession of boosting the Oregon Country.

Jesuit priests helped dispel the fiction that the Oregon Country was barren and hostile. The missions they established in the Inland Empire, with the date of founding, included: 1841, St. Mary's, among the Flatheads; 1842, Sacred Heart, on the St. Joe River, the mission being moved the following spring to Cataldo, Idaho; 1844, St. Ignatius, near present Cusick, Washington—in 1854 moved to its present site thirty miles north of Missoula; 1845, St. Paul's, at Kettle Falls (to this the St. Regis Mission was attached, thirty years later becoming a full-fledged mission); 1847, St. Anne's, on the Umatilla River.

Through bills introduced in Congress hopes were aroused that Americans who settled west of the Rockies would receive large grants of land. Interest in the Far West was stimulated still further by the boundary dispute, which gave Polk his winning slogan, "Fifty-four forty or fight," in the presidential campaign of 1844. In 1846, as a result of diplomatic negotiations extending over many years, the boundary line between the United States and Canada was placed at the forty-ninth parallel. Markers on this line north of Spokane have the following inscription:

TREATY OF 1846  
Line established  
1857-1861  
Surveyed and marked  
1903-1907

Impatient homeseekers already had started to pour into the Oregon Country—in 1841, twenty-four; in 1842, more than a hundred. In 1843 the number had increased to 875. Among the westward-bound travelers in 1843 was Dr. Whitman, who had returned East the previous winter. The following year there were eight hundred more; in 1845, three thousand; in 1846, another thousand.

The Oregon Trail wound into the Inland Empire through the

Blue Mountains and in the early forties the famous road passed the Whitman mission, where travelers could count on a cordial welcome. Whitman built the "Emigrant House" for the use of the travel-weary wayfarers. A pioneer hotel, it would accommodate ten emigrant families. Whitman had a blacksmith shop in which emigrant wagons were repaired and horses shod. The Indians watched the coming of the wagon trains with steadily growing concern. All but a few of the newcomers continued on to the coast country, but the coming of so many whites was a threat to the lands of the interior tribes. Dr. Whitman had taken three hundred acres of the Cayuses' tribal lands for his mission and farm and he refused to make any payment, although asked to do so by Tilkanaik, the Cayuse chief. Would not other whites act in the same way?

Between four hundred and five hundred emigrants came to Oregon in 1847. With them they brought a virulent form of measles. Many of the Cayuse Indians caught the dread malady and died. Among those who died were some to whom Dr. Whitman had given medicine. Since almost always it was the Indians who died and the white people who got well, it was not hard for these simple-minded natives to believe that Dr. Whitman was giving them poison in order to get possession of their lands and horses.

Naturally a savage tribe, the Cayuses had their own method of dealing with their enemies. And besides, if the mission were wiped out, the tribe would gain possession of all the livestock and the stores of food! On a fateful day, November 29, 1847, a crowd of them descended on the Whitman mission. While about fifty looked on, five of their number murdered and mutilated nine persons at the mission, including Dr. Whitman and his wife Narcissa. Later, several more were added to the list of victims. Forty-six women, girls, and children, and one man, were taken captive. Some of the women and girls, as Victorian commentators put it, were "taken as wives" by the braves. Five Crows, head chief of the Cayuse tribe, named Hezekiah when he joined the church at the mission several years before, had twenty-two-year-old Lorinda Bewley taken forcibly on horseback to his Umatilla River lodge some twenty-five miles distant. Lorinda fled to the near-by house of some Catholic priests for

protection but on her second night there the enamored chief called for her, entered her bedroom, and, pulling her from bed, dragged her protesting, in her night clothes, to his lodge. For two weeks she was forced to spend her nights with "Hezekiah," returning early each morning to the priests' house.

Peter Skene Ogden, of the Hudson's Bay Company, ransomed the captives, including Lorinda Bewley, by giving the Indians 62 three-point blankets, 63 cotton shirts, 12 guns, 600 loads of ammunition, 37 pounds of tobacco, and 12 flints. Sorry to see Lorinda go, Five Crows gave her warm clothing and robes for the chill boat journey down the Columbia to the coast. Members of the other Protestant missions in the Inland Empire escaped to the Willamette Valley. The Jesuit priests were not molested. While some Catholic missions were discontinued, altar lights of the Sacred Heart Mission continued to burn uninterruptedly during the eleven restless years that followed the Whitman massacre; and still do, since 1877, at Desmet, Idaho.

Although the Cayuses had cleared the Inland Empire of American settlements for the time being, what they really did was pull the house down on their heads. Settlers on the west side of the Cascades, who had formed a provisional government and who felt vengeance necessary for their own safety, sent a regiment of volunteers up the Columbia River Valley to punish the Cayuses for their crime. That unhappy tribe took to the hills, for two years lived from hand to mouth. Then their sufferings caused them to seek peace by handing over five members of their tribe to the whites, that being the number involved in the massacre. One of the actual murderers had disappeared so the Indians substituted another of their tribe for him. This innocent Indian was tried with the four guilty ones, condemned with them by a jury of white men, and hung with the others at Oregon City in the Willamette Valley. Tall, black-haired Joe Meek, appointed United States marshal by President Polk, was executioner. Previously, as sheriff of the provisional government in Oregon, Meek had taken the news of the Whitman massacre across the continent to the national capital, arriving in Washington "ragged, dirty and lousy," in May, 1848. The appalling news, so long on the way, helped

stir Congress to extend government protection to American citizens west of the Rockies. At long last Oregon Territory was established August 14, 1848.

Washington Territory was created March 2, 1853. The first governor of Washington Territory, Isaac I. Stevens, was a brilliant engineer who had been brevetted captain and major for outstanding service in the Mexican War.

An act passed by Congress three years before he became governor gave him one of his first grave problems. That was the Donation Land Law of 1850, which enabled American citizens settling in Oregon to obtain title to a half-section of land. However, forehanded citizens who went to the Oregon Country to claim their 320 acres found that the Indians were writing a bloody veto to the act. Realizing that it was high time to reach an understanding with the Indians, Governor Stevens asked for and received authority to negotiate treaties with the tribes in Washington Territory, then extending eastward to the summit of the Rocky Mountains. The governor's plan followed the usual pattern worked out in dealing with the Indians east of the Rockies. It was for the Indians to cede to the United States the bulk of the vast areas they had roamed over and to retire peaceably to the narrow limits of reservations. The Indians, in return, would get various benefits, such as instruction in the manual arts, fishing and hunting privileges, annuities for their chiefs, and other monetary payments. First having negotiated treaties with the tribes west of the Cascades, Governor Stevens invited the Indians east of the mountains to meet with him in council in the Walla Walla Valley in May, 1855. Five thousand Indians responded to the call.

With a deep religious feeling toward the earth the chiefs generally stood out against all cessions of land to the whites. Among them was the Yakima chief, Owhi, who expressed a belief widely held by his tribesmen when he said: "Shall I steal this land and sell it? The Great Spirit made our bodies from the earth, as if they were different from the whites. Shall I give the land which is part of my body and leave myself poor and desolate?"

Despite such protests, the great majority of Indian leaders yielded

to the high pressure brought to bear on them and signed the treaties. Many, however, did not sign in good faith. The treaties provided for the surrender by the Yakimas of an extensive area including today's Chelan, Yakima, Benton, Kittitas, Franklin, and Adams counties, with large portions of Douglas and Klickitat counties. The Yakima tribe gave up 18,560,500 acres of land, were allowed to keep 1,200,000 acres for a reservation. Nez Percés ceded the present-day counties of Whitman, Garfield, Columbia, and Asotin in Washington, Union and Wallowa in Oregon, and Washington, Nez Perce, and Idaho in Idaho. The Umatillas, Cayuses, and Walla Wallas gave up Walla Walla County in Washington, Umatilla, Morrow, and parts of Union and Gilliam counties in Oregon.

Two months later, Governor Stevens held councils with tribes farther east. He induced the Flatheads, Kootenais, and Pend Oreilles to cede to the United States a large part of the territory west of the main ridge of the Rocky Mountains and east of the Clark Fork River, about 12,800,000 acres in all. Within a period of three months the Indians ceded close to 70 per cent of the vast and fruitful Inland Empire to the United States government. Other treaties, some negotiated many years later, gave the United States possession of the rest of this vast domain, except for the reservation land. In return for what they gave up in 1855 the Indians were promised sums of money amounting, at most, to two or three cents an acre for the land they surrendered. But the Indians did not get even that paltry payment at the time, for the United States Senate did not ratify the treaties for nearly four years after Governor Stevens had negotiated them.

Kamiaken, a powerful Yakima chief, had strongly opposed the treaties, and while he signed them, his real intentions were expressed to his fellow chiefs in the words: "If the soldiers come into our country we will fight. Let us send men to the mountain passes to warn the white men to go back, to cease traveling through our country."

But come they did—hundreds of them—following the discovery of gold in the Colville Valley. To reach the new gold fields, many of the miners and prospectors came through the Naches Pass and the

Yakima country. The Indians warned them to keep away. When the men continued to pour in, the tribes both north and south of the Snake River united in a war of extermination.

Travelers were murdered on the trail. Isolated settlements of whites were wiped out. A fearless but too trustful Indian agent was shot in the back and his throat cut. A detachment of United States soldiers in the Yakima Valley was surprised by a band of Indians and forced to retreat with heavy losses. The situation became so tense that military authorities closed the country east of the Cascades to white settlement. Temporarily, at least, the Inland Empire was abandoned to the Indians. However, with future campaigns in view, United States troops built a fort at the present site of Walla Walla in 1856 and 1857. In May, 1858, a force of soldiers commanded by Colonel Edward J. Steptoe was attacked by Indians near the present site of Rosalia, suffered casualties, and was forced to retreat. United States Army officers at Vancouver decided the warring tribes must be punished. Colonel George Wright, stern veteran of the Mexican War, was put in charge of the campaign of reprisal.

Sending Captain Robert S. Garnett with three hundred troops to deal with the warring Yakimas, Colonel Wright led a force of seven hundred against the tribes north of the Snake. At Four Lakes, between the present sites of Spokane and Cheney, he met a band of Indians decorated for war, their horses painted white, crimson, and other colors. Bead fringes streamed from their bridles, plumes of eagles were woven in manes and tails.

But opposed to all of this brave show and the incantations of the medicine men were the rifles of the soldiers under Colonel Wright—rifles with a much longer range than those of the Indians. The Indians were decisively defeated at Four Lakes and again on the Spokane Plains.

After sixteen of the Indian leaders had been hanged and the Indians put on foot by destroying eight hundred of their horses, Colonel Wright, who had not lost a man, returned triumphantly to Fort Walla Walla. In the meantime, Captain Garnett had badly defeated the warring Yakimas and had eight of their leaders shot. The Indian uprising was at an end.

This fact was confirmed by a military order issued October 31, 1858, by General W. S. Harney at Vancouver, reopening the area east of the Cascades to settlement. Fifty-three years, two months, and nineteen days after Meriwether Lewis and three companions first stepped into this district the stage was set for the development of the Inland Empire.

One of the first steps in that development was the building of a 624-mile highway linking the Inland Empire town of Wallula, steamboat landing on the Columbia River, with Fort Benton, head of navigation on the Missouri River east of the Rockies. Lieutenant (later Captain) John Mullan, who had distinguished himself in the battle of Four Lakes, got the road-building job and Congress appropriated one hundred thousand dollars to pay the costs. Wallula and Walla Walla were already connected by a serviceable highway so Mullan, with one hundred men, started work at the latter point in the summer of 1859. The road was completed three or four years later.

Following the road from Walla Walla, the traveler first went eastward for several miles, then turned north. At a point on the Snake River near the mouth of the Palouse, two men, the McWirck brothers, ferried him across. Riding northward over the dips and rises of the Palouse country he came to Antoine Plant's place on the Spokane River, about six miles upstream from the present city. This was the same Antoine Plant who served as guide in Governor Stevens' exploring party and, as an extra service, roused his fellow campers each day at dawn with a blood-curdling war whoop. Plant's charge for ferrying a man and horse across the river was \$1.50. On the north side of the river the traveler would continue eastward along the Spokane Valley until he reached Lake Coeur d'Alene with its forty-two square miles of azure beauty. Riding around the north end of the lake, he would splash back and forth across the Coeur d'Alene River and ride through a winding channel cut through the forest with walls of timber at either hand. Proceeding over rough and rocky terrain through the Coeur d'Alene and St. Regis valleys, he would finally ride down beyond the Continental Divide into the country of the Blackfeet, a tribe still untamed and with a code

which would make it honorable to lift the hair and steal the horse of a lone wayfarer. Under the circumstances there would be no little relief in reaching the reassuringly thick stockades and heavy gates of Fort Benton.

By modern standards the Mullan Road left much to be desired. Nevertheless it was important to the Inland Empire. It gave this district a new gateway on its eastern boundary and provided a passageway through what had been an almost impenetrable wilderness to the riches of the *Coeur d'Alenes*.

An older entrance to the Inland Empire was the Oregon Trail. Winding into the Inland Empire through the Blue Mountains, it connected this district with the East through the South Pass and with the Pacific Coast country through the Columbia River Valley. Steamboats on the upper Columbia, and on the Snake River from its mouth to the Clearwater, added another means of travel to the interior.

Over these routes settlers started coming into the Inland Empire. Some who had staked out farms in the early fifties and had been driven away by the Indians, came back to establish permanent homes. Firstcomers took up the rich black lands along the streams of the Walla Walla and Touchet valleys. The discovery of gold in the Clearwater and Salmon river districts brought prospectors flocking to these areas. Miners passing through and noting the rich land came back to file on homesteads when their claims gave out.

Some came in covered wagons, others in stagecoaches, on horseback or afoot, with blanket rolls on their shoulders. Supplies were transported by long strings of pack mules or in heavy freight wagons drawn by eight or ten horses.

Highway robbers, horse thieves, gamblers, desperadoes, and ex-convicts drifted in with the prospectors and settlers, and often could not be distinguished from law-abiding citizens. Gangs of outlaws were organized. Thieves and robbers wormed themselves into positions from which they could check shipments of gold. Stages were held up, travelers waylaid and robbed, and ordinary folk shot down in cold blood. To protect their lives and property, resolute citizens formed vigilance committees. Lawbreakers were tried in secret.



Henry Plummer, one of the shrewdest and least merciful of cut-throats, operated in Lewiston and, later, in Elk City. The Vigilantes caught up with him in Virginia City, Montana, where he had managed to get himself elected sheriff while taking an active part in robbery and murder under the cloak of that office. According to Professor Thomas J. Dimsdale, this heartless killer exhausted every argument and plea that his imagination could suggest that his captors spare his life. Finally, falling on his knees, he declared to God that he was too wicked to die; he became almost frantic at the prospect of death. But the leader declared: "It is useless for you to beg for your life . . . you are to be hanged"—and he was.

Such summary justice maintained law and order until regular law-enforcement officers and local territorial courts could take over.

Idaho Territory was established in 1863, Montana Territory in 1864. This completed the drawing of the governmental boundary lines that divide the Inland Empire into five parts. Gold from the two new territories helped finance the Union armies in the Civil War but that tragic struggle absorbed the nation's energies and put a brake on the development of the Far West. With Lee's surrender to Grant, however, the tide of immigration into the Oregon Country swelled again.

Stock raising was the occupation generally adopted by newcomers who took up homesteads in the Inland Empire. In many sections the wild bunch grass offered abundant summer pasturage; the wild sage, winter range. Indian uprisings, raids, and wars had wiped out the flocks and herds of early-day missionaries and settlers so, when peace came, the livestock industry had to start all over again. But now breeding stock could be and was brought to the Inland Empire by boat, up the Columbia from the Willamette Valley, where stock raising had been developing for nearly a quarter of a century, or from California. An early freight rate on cattle and horses, from Portland to The Dalles, western entrance to the Inland Empire, was six dollars each, the same rate as that charged for passengers. Among early boats carrying cattle from the lower river points were the stern-wheeler *Julia*, built in 1858 at Port Blakely, and the side-wheeler *Iris*, built in 1863 at The Dalles.

In the spring of 1859 Jesse N. Day, founder of the town of Dayton, brought a herd of one hundred breeding cows from the Willamette Valley to his homestead on the Touchet River. By 1865 his herd had increased to 250. Others also brought their foundation stock from northwestern Oregon into the newly opened country. For markets close at home, the stockmen could look to the mining camps. In the sixties Charles B. "Clem" King, later part owner of the *Spokane Falls Review*, did a profitable business with a pack string he ran to the gold-rush town of Elk City. He sold milk and beef to the miners there.

When farming tools became plentiful, much of the rangeland was converted into grain fields, gardens, and orchards.

Towns were formed as trading centers for the settlers. Some of these took the names of the hardy pioneers who founded them: Dayton for Jesse N. Day, Post Falls for Frederick Post, Pomeroy for Joseph Pomeroy. Others were given the names of explorers—Lewiston, Clarkston; or of army officers—Steptoe, Colfax. The names of Catholic missionaries are perpetuated by Desmet and Cataldo. Capitalists supplied names for the educational centers of Pullman and Cheney. Indian names were popular, including Yakima, Okanogan, Wallula, Walla Walla, and, of course, Spokane, which in time became the commercial center for more than five hundred Inland Empire cities and towns.

The first permanent settler at Spokane Falls, James N. Glover, was one of eleven children. His father, of French ancestry, his mother German, had moved from Maryland to Missouri when it was a territory. Glover's father inherited sixteen slaves but, believing slavery evil, freed them all. In 1849 the family started for Oregon, traveling with wagon and ox team, and with a former slave, Travis Johnson, as driver. They established a farm in the Willamette Valley, the Negro staying with them.

A sturdy, resourceful lad, young Glover helped with the farm work, sold apples to the miners in the Yreka district of northern California, and hired out as a carpenter. In 1862, when he was twenty-five, the gold excitement drew him to the Inland Empire. With money made here he returned to the West Coast for a time

but, in the spring of 1873, he was back in the Inland Empire, traveling up the Columbia and Snake rivers by steamboat to Lewiston. With him was a friend, J. N. Matheny. The two young men bought cayuse ponies, strapped camping equipment to their saddles, and started to explore the Inland Empire. North of the Snake River this district was still wild and undeveloped, except for an occasional log cabin. At the present site of Spokane they found that the year before a small sawmill had been built beside the racing water. Its owners were L. R. Scranton, J. J. Downing, and Richard Benjamin. With Cyrus F. Yeaton, of Portland, as a third partner, Glover and Matheny bought the mill, along with squatters' rights to 160 acres of land adjacent to the falls.

A year later, when H. T. Cowley, early-day missionary, arrived at Spokane Falls,\* accompanied by four or five Nez Percé Indians as guides and helpers, he found that the sum total of the embryo hamlet consisted of two "box" structures built next to each other, one of which was occupied by the Glovers, and the other was a store kept by Yeaton, who, with his wife and daughter, had living rooms in the rear. Besides, there were two transient families, helpers in the sawmill. A lawyer, L. S. Swift, had built a log house some quarter of a mile from the falls. His wife was postmistress. Mail was delivered weekly, coming up the Columbia and Snake rivers via Lewiston. Besides the garrison at Fort Colville, the entire population from Snake River to the British line probably did not exceed 350 persons.

The former owners of the sawmill left the country; so did Glover's partners. He was now the sole owner of mill, store, and land. When a squad of government surveyors came into the district, Glover learned that his title was valid, although, a little later, General William T. Sherman threw a scare into him by saying that the United States government would probably take his property for an Indian reservation.

Glover stocked his store with goods he could trade for the Indians' furs and robes, worth good money in Portland and Vancouver. He carried cheap blankets, calicoes, beads, paints, tobacco, sugar, tea,

\*Details in this paragraph are from an article written by H. T. Cowley for the *New Year's*, 1888, edition of the *Spokane Falls Review*.

cutlery, and groceries. At first he had few white customers, but their number grew. And Glover also sold land to the newcomers.

In 1877 the uprising of the Nez Percés under Chief Joseph caused temporary excitement. Chief Joseph's headquarters were to the south of Spokane Falls in a wild glen of Rocky Canyon, eight miles west of Grangeville in Idaho Territory. A band of twenty-five or thirty Nez Percés engaged in a nightly war dance near Glover's store. Frightened settlers from west of Spokane Falls sought safety on an island in the Spokane River. But quiet was soon restored and in January, 1878, Glover platted the townsite of Spokane Falls.

This same year United States soldiers wintered in Spokane Falls. With the sense of security the bluecoats gave, plus the prospect that the Northern Pacific Railway would extend its lines to Spokane Falls, Glover found a brisk demand for his town lots.

Even when the logs were being hewed for their new dwellings, or the rafters of fresh-cut lumber were being fitted into place, Inland Empire settlers yearned for gossip about their neighbors and neighbors' wives and for other news of the town they lived in. This need was met by men who knew how to set type and run a hand press, as the need had been met elsewhere throughout the United States back to Ben Franklin's day. The first newspaper in the Inland Empire was the *Washington Statesman*, established at Walla Walla on November 29, 1861. Other newspapers followed: the *Golden Age*, at Lewiston, August 2, 1862; the *Oregon Times*, at "Umatilla City," in April, 1865; the *Missoula and Cedar Creek Pioneer*, at Missoula, September 15, 1870; the *Palouse Gazette*, at Colfax, September, 1877; the *Columbia Chronicle*, at Dayton, and the *Waitsburg Times*, in 1878; the *Yakima Record* on September 6, 1879.

Seventy-four years after the discovery of the Inland Empire, its trading-center-to-be got a newspaper by the grace of God and a tramp printer. The long delay was a commentary on the extreme isolation of the district and the formidable nature of the mountain barriers on all four sides.

The itinerant printer was Francis H. Cook, a native of Ohio, who had set type on newspapers in many other states, the *Burlington*

*Hawk-Eye* and the *New York Tribune* among them. In 1874, at the age of twenty-three, he bought the *Olympia Echo*. Four years later he gave "New Tacoma," then a town of forty-five inhabitants, its first newspaper, the *Herald*. The following spring, deciding to do as much for Spokane Falls, which had seventy-five residents, he shipped a printing outfit to the new location. Bogged down in Palouse country mud, Cook stopped at Colfax and while waiting there for the mud to dry, printed the first issue of *The Spokan Times*, April 24, 1879. Throughout that and later issues of the paper, the name of the town it served was spelled without the final *e*—"Spokan." Four days after the first issue was run off, Cook resumed his journey with two wagons drawn by sixteen horses, hired, perhaps, from the handsome, keen-eyed Charles B. ("Clem") King, then proprietor of the "Royal Duke" stables at Colfax and previously mentioned for the business he conducted in Elk City. Cook's outfit was six days on the road between Colfax and Spokane Falls, by highway today a distance of sixty-one miles.

Another of the difficulties encountered in publishing a frontier newspaper is suggested by an item in the issue of *The Spokan Times* for March 3, 1881. It read: "We are compelled to suit the size of our paper this week, to the length and breadth of such paper as is at our command. Mr. Patrick Eagan, who left Walla Walla some 40 days ago with our new supply, has probably encountered difficulties which were not easily overcome."

But even in those days of bad roads and paper shortages a step had been taken toward regional journalism: news of Colville, seventy-nine miles distant, was included in *The Spokan Times*, and the paper was delivered to that mining center by a courier on horseback. But Cook was not the one who carried the idea of service to the surrounding country to its logical conclusion. His paper proved as transient as his way of spelling the town's name. After a try at publishing his paper daily he sold it and, in 1882, retitled *The Independent*, it ceased publication.



*News For An Empire*





## CHAPTER I

### On a Hand Press

*May 19, 1883, the Weekly Review Is Started in the Frontier Village of Spokane Falls, Washington Territory, by Frank M. Dallam—It Becomes an Evening Daily June 10, 1884, then a Morning Daily November 17, 1885—Secures Associated Press Franchise in 1886.*

A LONE MAN in a spring wagon was driving a team of horses along a narrow country road before dawn on Sunday, May 13, 1883.

The evening before he had started in a hired rig from the little village of Spokane Falls, Washington Territory, with Cheney, the new county seat of Spokane County, as his destination. He had left in time to get to Cheney before dark. Tired and miserable from the long hours of driving all night over a road he had never traveled before, the realization came to him that he was completely lost. With the light of dawn he saw that he was in a country of low, rounded hills. The soil that muffled the sound of his horses' hoofs was black and fertile-looking—good wheatland, he may well have concluded.

Presently, in the growing light, he saw a small cabin, evidently the dwelling of homesteaders who were laying claim to some of the rich land roundabout. Climbing down from his wagon, the driver of the team—a tall, heavy-set man with black hair and mustache—went to the house and, pounding on the door, roused its occupants.

Introducing himself as Frank M. Dallam, recently from California, he explained that he was about to start a new weekly newspaper at Spokane Falls. In his wagon he had two forms of type for the new paper that Frank Montgomery, proprietor of the *Cheney Sentinel*, was going to let him run off on his hand press.

It added no attractions to a lovely spring morning for the editor to learn that he had been traveling in the wrong direction and was close to the town of Spangle. There was a road to Cheney, built

three years before, but he had another good eleven miles of driving ahead of him to reach the place. His new acquaintances put him on the right road and, after many more hours, he reached his destination, on the crest of the ridge that cuts the rich Palouse country into which he had driven from the semiarid stretches of the Big Bend.

The newspaperman's difficulties were not over. The two forms, holding the type he had set at his cases in Spokane Falls, proved too large for friend Montgomery's press. Only by removing the corner pieces of the forms could Dallam make them go on the bed of the press. It was a wonder that he got the edition printed at all. After the first side of the paper was "worked off," the forms had to be taken back to Spokane Falls, about twenty miles distant, and the other two forms of type locked up and hauled to Cheney to complete the printing. By this arduous, slow, and trying method the first two numbers of the *Spokane Falls Review* were printed.

Four different dates have been given by authorities as to the first issue of the *Spokane Falls Review*, predecessor of *The Spokesman-Review* of today. The actual date, established by a copy of the paper itself, was May 19, 1883.

At that time Spokane Falls was a small, crude, pioneer trading post with around fifteen hundred population. The town was made up of frame dwellings pretty well grouped around the falls, so recently erected that the boards used to build them still retained the yellow hue of fresh-cut lumber. There was but one building on the north side of the river. Two of the town's most prominent citizens, A. M. Cannon, banker and merchant, and J. J. Browne, attorney at law, lived far from the business center in modest log houses.

Indians were numerous. They had permanent camps in Indian Canyon, west of town, at Nine Mile, and along the Little Spokane River. Their tepees dotted the hillsides and their ponies grazed on the bunch grass beneath the pines. Goods were transported by pack horse and in freight wagons. Store shelves were stocked with goods brought from Walla Walla, supply center of the Inland Empire.

In several reminiscences Dallam described the location of his plant. It was the first regular schoolhouse in Spokane. "It stood in the middle of the block and back from the street, in the block west

of the Pacific Hotel [then located at the southeast corner of Post Street and First Avenue] and just south of the Davenport Hotel," said Dallam. Thus its site was approximately that of the present Davenport Hotel parking garage. Pine trees were all around. In this "shell of a building," for about a year, Dallam wrote the news and editorials for his paper, clipped exchanges, set type, and printed his paper.

The editor of the *Review* had abounding faith in the future of Spokane Falls and surrounding territory. In a "Salutatory" in the first issue of the *Spokane Falls Review*, he stated:

*It is not to be wondered that Spokane Falls booms, nor that it bids fair, and is bound to be the chief metropolis not only of eastern Washington, but of that vast extent of territory, now being rapidly peopled, known and suggestively spoken of as the "Inland Empire," an immense region of unlimited resources and possibilities that will in later years give subsistence and support to millions of human beings.*

With a view to giving service to the wide territory described in this Salutatory, the editor told his readers: "We are anxious to get hold of items of interest at all times, and desire to secure a live correspondent in every settlement or post in eastern Washington and northern Idaho." Thus, in the first issue of the *Review*, the extent of its field was described and a step taken to supply news for that "Inland Empire."

Notices of services in four churches headed the first column on page 3 in that first issue of the *Review*, including the First Baptist, Congregational, All Saints Episcopal, and Methodist Episcopal denominations. The second of these notices links the *Review* with the early missionary era which began twenty-two years before the first actual settlement of the Inland Empire. This note read:

CONGREGATIONAL CHURCH, preaching every 4th Sunday, by Rev. C. Eells. Sunday school at 12 o'clock. Prayer meeting every Friday evening at 7½ o'clock.

The pastor of the church, the Reverend Cushing Eells, or "Father Eells," as he was called, then seventy-three, was one of the missionaries who had come West in the fall of 1838, accompanied by his

wife. The three-thousand-mile trip on horseback had been their wedding journey. Afterward Eells rode hundreds of miles, also on horseback, to reach the scattered bands of Indians. He obtained from the territorial legislature, on December 20, 1859, a charter for Whitman Seminary, predecessor to Whitman College, named in honor of his missionary colleague. In addition to preaching in the Congregational church at Spokane Falls, Father Eells gave this church a bell, books, and about five hundred dollars in cash. At its dedication, December 20, 1881, he offered the dedicatory prayer.

Reprinted from the *Walla Walla Union* was an item dealing with a highly important development on the other side of the international boundary. It read:

Major Roberts of the Canadian Pacific now has five parties exploring, surveying and locating the line through the Selkirk range. The supplies for these parties will for the present be purchased in Walla Walla and Portland. The road has been definitely located via Kicking Horse Pass, Moberly creek, and Eagle Pass.

So little about so much! But the very meagerness of the item emphasizes the handicaps under which a Spokane Falls newspaper labored in 1883. It was only because Walla Walla, far to the south, happened to be a supply point for the Canadian Pacific operations that the news had become available at all.

That the railroad had not displaced the covered wagon as a means for bringing settlers to the country is indicated by these three dozen words:

The white topped vehicles of slow transportation, by which the sturdy immigrant conveys his household goods from populous states out into the new and undeveloped Northwest, are common objects hereabouts already so early in the season.

Another item in that first issue, mentioning the town's mayor, tells us that what is now the center of downtown Spokane was then a residence section. It reads:

J. N. Glover is having a substantial sidewalk constructed in front of his residence at the corner of Riverside Avenue and Stevens street.

That village life had its attractions for the younger generation is indicated by this item:

The boys amuse themselves hooking trout from the Howard street bridge. Some good catches are reported.

Advertisements in this first issue of the *Review* measured seven columns of space. These advertisements tell us that Spokane Falls was served by a physician, a dentist, butcher, merchant tailor, tobacconist, blacksmith, wagon-maker, carriage painter, by druggists, brewers, a furniture store and undertaker, insurance companies, attorneys, carriage shops, a hotel, restaurants, and by some liquor dealers.

Ben Bravinder advertised his Black Hawk livery stable. He had good carriages and teams always on hand, and supplied commercial travelers with turnouts and drivers. W. Kaiser advertised his Sprague House as "Headquarters for Drummers and Military Men."

Those were the days when paste pot and scissors were important items in every editorial sanctum and the editor filled about a third of his paper with matter clipped from other publications, including the *Arkansas Traveler*, the *New York Herald*, the *New York Sun*, *Prairie Farmer*, and *Walla Walla Statesman*.

On the morning the first issue of his new paper was circulated, Dallam sought the seclusion of his office and awaited the verdict of the town with "feverish anxiety," almost dreading to hear anyone approach the door. At last there was a footstep. The door opened. Dr. J. M. Morgan entered. Throwing two silver dollars on the imposing stone, he exclaimed, "You've made a hit and the *Review* will prove a winner!" Like words of approval came from others. The new weekly had touched "a popular chord."

Back of the editor's success were many years of experience in newspaper work and, behind that, family training, influences, and traditions.

Frank M. Dallam, founder of the *Spokane Falls Review*, was born at Potosi, Missouri, April 9, 1849. Both his father, Francis A. Dal-

lam, and his grandfather, Josias Middlemore Dallam, were newspapermen. At the age of nine Frank Dallam carried a route for the *Quincy Republican*, founded by his father. In his teens he learned to set type, and worked on the *Oquawka Plaindealer*, *Quincy Whig*, *St. Louis Republican* and *Warsaw*, Illinois, *Bulletin*, then owned by his father. Following the latter's death in 1868, Dallam ran the *Bulletin* for six years. He married while in Warsaw. In 1875 he went to California for his health, leaving the *Bulletin* in charge of a brother. After an interval of setting type for San Francisco and Oakland newspapers, he bought the recently established *Haywards*, California, *Journal*, a weekly paper. A son, Frank, Jr., was born to the Dallams in Haywards. (The *s* was later dropped from the name of the town).

Receipts from the *Journal* were meager and Dallam took a dim view of prospects. When he had a chance to sell out in the fall of 1882, he did not hesitate. While looking for another opening and weighing the attractions of different spots in California he ran into an acquaintance, Abe Thomas, just back from Washington Territory on a short visit. Thomas had located at Cheney in the eastern part of the territory and was eloquent in his praise of that town and the entire Northwest. This "boomer," as Dallam called him, regarded Cheney—which had won the Spokane county seat away from Spokane Falls the year before—as a "coming Chicago." Thomas painted the entire northern country in such glowing colors that when he boarded a northbound steamer at San Francisco, December 20, 1882, Dallam was a fellow passenger.

Arriving at the inland town of Walla Walla, the travelers secured a team of horses and spring wagon from a livery stable there, and on Christmas Day, 1882, started to drive across country to Cheney. Upon reaching Texas Ferry, on the Snake River, they found the ice running so thick they could not cross for two days. Safely on the other side at last, a day's drive was made without sight of human habitation. After spending a night in a stockman's lonely cabin—"not too inviting"—and being caught in a blinding blizzard which forced them to abandon their team temporarily and flag down a train on the near-by railway, they finally reached Cheney on New

Year's Day, 1883. The county seat—formerly called “Depot Springs”—was a “hustling, bustling” town which “reveled in the luxury” of two newspapers; but the proprietors were so enthusiastic over prospects that they met Dallam's proffers to buy their properties “with looks of disdain.”

Dallam heard many disparaging remarks about Spokane Falls, but Cheney had been connected with that community by the Northern Pacific Railway for a good year and a half and the newspaperman from California decided to run up to the much maligned village and look it over.

In Spokane Falls Dallam registered at the Sprague House, conveniently near the Northern Pacific depot. It was a homelike establishment and the innkeeper, W. Kaiser, took a liking to Dallam and went out of his way to make his California guest comfortable. In the congenial atmosphere of Kaiser's inn, Dallam was quite content to make Spokane Falls his headquarters for the rest of his stay in the north.

With its magnificent water power the town had a great future, he concluded. “Completely captivated,” all he wanted to know was: “Can I get a foothold here?” By that he meant something in the newspaper field.

There was one newspaper serving the town, the weekly *Chronicle*, published in a former residence, on the north side of Riverside and occupying the west fifty feet of what is now the Crescent department store site. The *Chronicle*, second newspaper in Spokane Falls, was founded as a weekly on June 29, 1881, by James N. Glover, John J. Browne, and Anthony M. Cannon. Dallam made strenuous efforts to buy the *Chronicle* from its current owner, the rotund, thoughtful-faced Arthur K. Woodbury, formerly with the *Cincinnati Commercial Gazette*. For some reason the ex-Ohioan declined to set a price, although he sold the *Chronicle* three months later to the pioneer missionary, H. T. Cowley.

Dallam talked things over with his new friend, Kaiser, with A. M. Cannon and other leading citizens. They all urged him to start a Republican paper in opposition to the *Chronicle*, which was Demo-

cratic. While Dallam was trying to make up his mind what to do, the weather turned intensely cold. This discomfort, combined with his disappointment in not making a deal for the *Chronicle*, decided him to return to California. He was back in Haywards by the end of January. During the next two months he investigated various openings in California. One of them was in Los Angeles. But he was doubtful whether that community had a real future and he finally reached the conclusion that Spokane Falls offered him the best prospects. Feeling that it was "amply roomy" for two newspapers, he sent a telegram to his friend, Kaiser, early in April, asking him if the opening for a Republican paper still existed in Spokane Falls. The laconic innkeeper answered with one word: "Yes."

Within three days Dallam had assembled the equipment he would need in publishing a weekly paper, arranged for its shipment to Spokane Falls, and was on his way north. That suggests how little it took to start a newspaper in the West in those pioneer days. Dallam planned to launch his paper the first Saturday in May, but, while the main part of his Washington hand press and other equipment had been delivered by a freighter who had driven with it from Portland, an essential part of the press had been lost en route. Years afterward one Charles B. Carlisle claimed he had been that freighter.

The second Saturday in May rolled around and still the vital part was missing. Feeling that further delay might wreck his enterprise, Dallam took the train to Cheney to see if he might have his paper printed there. The press used by L. B. Kellogg for his *Northwest Tribune* was too small to accommodate Dallam's eight-column paper. The press of the *Sentinel* was apparently big enough for the job and Frank Montgomery said he was welcome to use it. Doubtless he could have shipped the type forms to Cheney via Wells Fargo express but taking them with horses and wagon seemed a lot easier, with less risk of the laboriously set type being pried. So he loaded the forms into the wagon—rented assuredly from Ben Bravinder, whose ad was in that very first issue—and set out in the direction of Cheney that pleasant Saturday evening, May 12, 1883.

The missing part of Dallam's press arrived in time for him to



print the third issue of the *Review*, dated June 3, 1883, in his Spokane Falls plant.

Dwellings were scarce in Spokane Falls at this time, but Dallam found a house among the fragrant pines and there he and his wife and son made their home while his newspaper was getting established.

Dallam was a prodigious worker. He had to be. And he was built for it. In height five feet eleven inches, he weighed 180 pounds, played baseball until he was well along in his forties.

First he gathered the news for his paper, then wrote it, then set it in type. All the type matter for the *Spokane Falls Review* was set by hand, for while "patent insides" were already in general use elsewhere, this timesaver for country editors was not yet available in remote frontier communities. Dallam was a rapid typesetter. When working for the *Oakland Tribune* he had chalked up some records for speed in this line which had stood for a long time. Still, it took him about two hours to set up one column of type. Irrespective of the advertisements, which meant faster going, it required a good fifty hours each week to set the type matter for the *Spokane Falls Review*. And Dallam did job printing too!

On Dallam's Washington hand press it was possible to print two pages of the eight-column paper at the rate of 200 per hour—if the pressman was ambitious—though 150 was the more usual output. The editor placed the forms containing the hand-set type on the bed of the press and locked them into position. On the side opposite the "motive power"—Dallam's strong arm—was the devil with the roller. This helper was young Frank Cox, also from California, later a typesetter. Having inked the roller on an ink plate in front of him, the devil pushed it over the type and back again. Dallam then took a sheet from the little pile of paper behind him, adjusted it on the forms, settled the blanket over the type, worked a carriage, applied himself to a lever, and made an impression. One side of one four-page newspaper was printed. Later on the sheets of paper had to be turned over and the reverse sides printed—one at a time. For a year Dallam printed the *Review* by this laborious process. Truly, the country editors of this period and place put themselves into their

product. Their minds and their muscles and the dexterity of their ten fingers all contributed to the making of their newspapers!

But this primitive era of close relationship between editor and paper—which had existed and disappeared in older communities—could not last much longer in Spokane Falls. Its end was hastened by sensational discoveries of gold in the Coeur d'Alene Mountains, some ninety miles eastward, in the fall of 1883.

The first news of the strike, mainly based on rumor, appeared in the *Rathdrum Courier*. Right after that who should show up at the former schoolhouse but the bewhiskered Andrew Prichard, first man to discover either gold or galena in the Coeur d'Alene region, which has since produced over \$1,200,000,000 worth of metallic products. Deliberately the weathered prospector pulled out his poke of soft, brown buckskin. Dallam got a sheet of paper and the hardy old miner slowly poured out its contents—nuggets, flakes, and disks of gold. Greatly impressed, Dallam went to his type case and proceeded to set up the story with black headlines as it was given to him firsthand by Prichard himself. Copies of this issue of the *Review*, telling of Prichard's sensational discovery, were sold throughout the West, and as far eastward as St. Paul. A happening of the Inland Empire was "news" to the outside world! With his little hand press it was impossible for Dallam to fill all the orders.

The Coeur d'Alene gold strike was the turning point for Spokane Falls. The years 1882 and 1883, following the loss of the county seat, had been hard ones for the little town. But now Spokane Falls began to pull ahead of Cheney. A building boom started. People kept pouring into town from all points of the compass. Bill Gray's California House and Sam Arthur's Northern Pacific Hotel were filled to overflowing. People slept on billiard tables, in chairs, and on the floors.

Spokane Falls already had one stage line giving triweekly service to Deep Creek Falls, Fairweather, Davenport, and the new army post at Camp Spokane, located in the Big Bend country about a mile south of the Spokane River and two miles from the Columbia. Leading citizens organized another stage line to Murray, in the heart of the new mining district.

People stood in line all night, a hundred or more of them, to se-

cure a ticket on the first stage that left Spokane Falls for the new gold fields on the morning of April 29, 1884. The office was on Howard Street, near the river, at Glover's stable—across the street from the California House.

The company ran a stage from Spokane Falls to "Coeur d'Alene City." From there they ran a boat across the lake and up the Coeur d'Alene River to the Old Mission. From the landing at Mission they operated a train of saddle horses and pack mules into Eagle City. Later a stage was available for the last leg of the journey. Many went to the new gold fields on foot.

During this boom period the *Review* secured what its editor called an "enormous circulation for a weekly paper." A more cautious man might have bided his time before expanding but Frank Dallam was a man of action and he decided to plunge. Hardly a month and a half after the new stage line started service, with the issue of Tuesday, June 10, 1884, he converted the weekly *Review* into an evening daily and labeled it Vol. I, No. 1. He printed it on a medium-sized "Gordon" job press run by foot power, which speeded up the output, but he had to reduce his paper to tabloid size and print it a page at a time. As yet it was confined to local news. The editor asked the readers' indulgence and stated: "The daily edition of the REVIEW is more of an experiment than a certainty, its longer and future value as a daily medium depending entirely on the support and encouragement it may receive."

When the Union Block was completed that same summer, Dallam moved his plant to its second floor. The new quarters were an improvement over the drafty schoolhouse but still left much to be desired. Some years later a reminiscient reporter described this office as a dismal place "cramped into a space very little larger than an ordinary drygoods box." He recalled that "it contained one old desk, a three-legged table, one rickety chair, and an empty type box sometimes used as a seat."

At about this time or a little later, on the same floor and just across the hall from the *Review's* composing room, there was a flourishing parlor house. On pleasant afternoons some six or seven women from this bagnio would sun themselves on the outside staircase (which

faced southward at the rear of the building) while they smoked their cigarettes—probably Sweet Caporals.

With the demand for the paper growing, mechanical facilities again were expanded. A Hoe single-drum cylinder press was brought in. It was worked by steam power—when the engine was in order. When the engine was not in order, a stout Indian, whose pony might be seen tied to the hitching rack in the street outside, or perhaps the athletic Dallam himself, turned the crank. Perched on a box at the side of the press was the office devil, who fed into the press the single sheets for two pages of a seven-column paper at a speed of nine hundred sheets per hour. One side only was printed at a time.

In the year that the *Review* became a daily there were other advances in the home town, and these were duly reported in Dallam's paper. Telephone poles were put up along the east side of the street on which the *Review* was located. The editorial comment was:

The telephone is a new innovation here and gives the city an air of a population of 100,000. The usefulness of the institution is questionable to us, for it seems rather queer to use a telephone in a place where a small boy can carry a message to any quarter of the business part of the city in two minutes.

In the light of the immense importance that electrical energy would have in later years in the manufacture of aluminum and in the making of plutonium for the atomic bomb in the Spokane area, the following item has an interest lent by what has happened since it was printed:

A gentleman in the east has written to a prominent resident of our city inquiring as to the chance of establishing electric lights in the city. There was a time when the matter of putting in electric lights awakened a warm competition, but the subject has been allowed to die of late.

It is not surprising that residents of this frontier town did not easily grasp the potentialities of the coming industrial era. Memories of the Indian wars were still painfully vivid in the minds of many of them. Some had been living in this region when Chief Joseph went on the warpath in 1877. Forced to surrender three months after his campaign started, he had been kept in bondage for nearly eight years, first at Fort Leavenworth and then on reservations in Indian

Territory; then the decision was reached to transfer him and his immediate followers to the Colville Indian Reservation, far from the fruitful valley he loved and had fought for. Although hailed as master strategist and great Indian leader, many of the pioneers hated him. They could not forget the foul murders that had marked the Nez Percé uprising. The following item was printed when the *Review* plant was on Howard Street, so named after the army general who led the forces against Chief Joseph:

A squadron of cavalry consisting of 42 men arrived in town with Chief Joseph and a gang of his Nez Perce Indians, at about 5 o'clock the evening of May 27, 1885. By noon the next day they took up their march to Fort Spokane, from whence they were to be sent across the Columbia on the Colville reservation. Chief Joseph is a large fat-faced, scheming, cruel-looking cuss, while his male followers are about as hard a looking crowd as could well be collected together.

Mining activity was a subject of extraordinary interest among people of all classes and ages and this interest was met by the *Review* with items that would seem disappointingly short today but which still managed to tell a story of developments which we now know were of tremendous importance to Spokane and the Inland Empire, for example, these typical items:

George Woods, a miner, washed a pan of dirt at the Myrtle claim, at Murray, which realized \$102.50 in dust.

Early this morning a train of pack animals was seen crossing the first Howard Street bridge going north. They were laden with the customary prospectors' outfit.

The *Review* carried the news of the first shipment of ore made from the Old Dominion mine, some ninety miles north of Spokane Falls. This was the Inland Empire's first lode mine, that is, a mine in which the metal is contained in rock. The news was of historic significance for the wealth from Old Dominion put Colville, seven miles distant, on the map and helped greatly in building up Spokane. The story is told in these eighty words:

Some eleven large covered freight wagons arrived in the city today from the Old Dominion mine, near Colville and containing twenty tons of silver ore . . . the assays run all the way from \$300 to \$9000 per ton. The rock

will be re-sacked here and shipped to San Francisco. It is the first shipment made from this city, and we feel satisfied it will at once bring the mineral resources of Stevens county prominently before the leading mining men of the coast.

This first shipment of 31,996 pounds yielded a net return to the owners of \$3,569.

Dallam secured much of his paper's news from fellow citizens who traveled to the mines. One of these news sources was identified by the initials "W. L. B." They may have stood for Walker L. Bean, an enterprising grocer who had a motive for visiting the Coeur d'Alene region as a previously printed personal item indicated. It read: "Walker Bean is off on a visit to Murray. There is some attraction there stronger than the gold mines to draw him away from his business at this busy season of the year." "W. L. B.'s" contribution to the *Review* follows:

#### A TRIP TO THE MINES

Seated in one of the Spokane and Coeur d'Alene Transportation Co.'s comfortable Concord coaches, I left Spokane last Friday morning at 6:30 and was whirled rapidly away toward Coeur d'Alene City. Should you desire a few racy items, interview "Old Brad," the stage driver, and have him tell you some of his adventures with Montana Road Agents; he is immense—both in the size of his person and the length of his yarns.

Arriving at Coeur d'Alene City at 11:30 a.m. I immediately boarded the trim little steamer "Coeur d'Alene" commanded by Capt. I. P. Sanborn. The "Coeur d'Alene" is as complete in her appointments as the largest steamer on the Columbia. Among the passengers was Rev. Father Joset who has been forty years among the Indians. When he came among the Coeur d'Alenes in 1844, the Indians told him that the banks along the upper Coeur d'Alene river were covered with thousands of lodges of Indian families; but small-pox and other diseases had reduced their number to some 350. Leaving the lake we entered the Coeur d'Alene river, and arrived at the Mission at 6:30.

The stage being in readiness and mosquitoes bad, I was nothing loth to get aboard. The ride behind the horses as they dashed away over hill and dale, resembled very much the ride of "Tam o' Shanter." I ventured to ask the "Crack" if he didn't think we might take a tumble. He replied, "Mister, I've been a drivin' stages nigh onto twelve year, and never opsot a wagon yet and don't propose to begin tonight."

Arriving at the pretty little village of Kingston, five miles from the Mis-

sion, I passed the night, and set out next morning at five o'clock for Jackass prairie. Arriving at Jackass we breakfasted and then took the trail for Eagle. I jestingly asked A. F. Parker, formerly senior editor of the *Eagle*, if there was really any gold being taken out of the mines. He invited me to come and see for myself.

The Colorado Consolidated is the best developed mine near the city. The company are aiming to develop the old channel of Eagle Creek and have already disbursed \$1000 in a ditch, drain race, laying sluice boxes and opening the claim. When we arrived at the mine the miners were getting ready to make a "clean up" and Mr. Lee kindly showed us the *modus operandi* by washing two pans of gravel in our presence, which realized \$2.08.

Business is picking up at Eagle and things are putting on a cheerful aspect. Dance and gambling houses are running night and day.

A subsequent issue reported the marriage of Walker Bean to the girl he had been courting, Kate Hussey. A daughter born of this marriage, Margaret Bean, grew up to become a feature writer of exceptional talent. She has been with *The Spokesman-Review* since September, 1919.

Other social events reported by the *Review* included a glass ball shooting match, candy pulling, bowling, an exhibition of horsebreaking, snowballing, a fat man's race at the skating rink, an oyster supper and auction of old maids by the ladies of the Presbyterian church.

Dances given by the Waltz Club at the opera house were exciting events, made more glamorous by the fact that they were attended by smartly groomed officers and their beautifully dressed ladies from Fort Spokane and Fort Sherman.

The opera house also was the scene of highly emotional dramas like "The Wages of Sin" and "Hazel Kirke," presented by touring theatrical companies.

Lecturers visited the little town west of the Rockies. Robert G. Ingersoll was in Spokane Falls August 5, 1884. A description of the noted agnostic in the next day's *Review* may be offered as a sample of the flamboyant style of news writing characteristic of the day. Ingersoll was described as

. . . a portly, plainly dressed, smooth faced, bright and genial-looking gentleman on whom time has played his tricks. . . . As an orator he has no equal, with a wonderful command of language, the most grotesque yet

applicable comparisons, a necromancer in the use of the beautiful and euphonious sentences, satire as keen as a lance and rhetoric as musical as the low tones of the Aeolian harp.

The minutiae of life in the frontier village are given attention. Here are a few characteristic items:

Fred McBroom bloomed out in a brand new plug hat Sunday. . . . Father Jaquet started for the Coeur d'Alene region where he will hold religious services at Murray and Eagle. . . . M. T. Benham of Colville got in Sunday night, having ridden the 79 miles without change of horses. . . . Eggs are a fruit conspicuous for their scarceness right now. . . . Three Christmas day masses were held at the Catholic church.

That's all there was about these events—there wasn't any more! The same is true of reports on the seamier side of life in the frontier town. Instead of elaborating on the tragedies of the underworld as would be done today, the frontier editor summed them up in terse items like these:

Warren Earp shot a woman known as Nellie in a Stevens street bagnio.

An occupant of a house of ill fame had her brooch stolen by a man who came to the place.

A woman of the town made an unsuccessful attempt to shuffle off by taking a dose of morphine.

During its first year or two readers of the *Review* had to be satisfied with news of the town itself, items clipped from exchanges, and sporadic correspondence sent in from Inland Empire points by mail. But when the *Review* was in its third year, Dallam realized his readers were hungry for information about the happenings in other parts of the nation and the world. In answer to this demand he took a step that gave the *Review* the benefit of the news-gathering facilities of other publishers, taking on a telegraphic press service made up in Portland. It was what is known as a "pony"—that is, as the name implies, condensed to small size. The expanded service made a change in time of publication desirable, and, in the issue of the *Spokane Falls Evening Review* for November 14, 1885, its editor announced:

"With this we bid farewell to our evening edition, for the present



anyhow, and will present the morning issue next Tuesday." After an interval of three days, November 17, 1885, the *Review* appeared as a six-column morning paper.

Developments during the next few months indicated that Dallam was justified in his program of expansion. As a writer in the *Review* expressed it: "The musical hum of the busy wheels of commerce are fittingly accompanied by the resonant beat of the hammers of construction."

Some of the pleasing notes of progress, which proved of high importance in later years, were struck in the Coeur d'Alencs where the early discoveries of lucrative claims had been followed by even greater bonanzas. On March 4, 1886, the *Review* stated:

J. F. Wardner, the well-known Coeur d'Alenc mining man, was in the city yesterday. In conjunction with A. M. Esler and others of Helena, Mr. Wardner has contracted for 50,000 tons of ore out of the famous Sullivan mine on Jackass prairie and the value of the transaction is estimated at \$4,000,000. It is a great deal for that section that promises to soon develop into the greatest mining camp in America. Mr. Wardner left the same day for the mine and expects to have 200 men at work in a short time.

Railway construction was going hand in hand with mining developments and these advances were reported by the *Review* in detail. New Year's Day of 1886 was rung in with a great new undertaking, and on January 9 the headlines read: "New Railroad Project. The Spokane and Coeur d'Alene Railway Organized. Spokane Falls to be Connected with the Richest Mining Camp in America." The company was formed for the purpose of building and equipping a railroad to extend from some point on the Northern Pacific line, between Spokane Falls and the Idaho boundary, into the heart of the Coeur d'Alene mines.

"We expect," said Mr. Glidden of the board of directors, "to complete from thirty to forty miles of the road during the coming season."

Two months later there was further news in the transportation field. On March 10, 1886, the *Review* reported the election of officers for the Spokane and Palouse Railroad. "Construction will be commenced as soon as the line through Marshall to Rosalia and

Lake Creek Trestle up Hangman Creek to Waverly and Latah have been completed. . . . Spokane Falls has cause to be jubilant, for this work will bring an immense scope of country tributary to it that has heretofore been drawing its supplies from other sources."

These two pieces of transportation news spelled great things for Spokane Falls as a railroad center. The town was to be linked by rail with a rich mining area and with a highly fertile wheat-producing district.

The advertising columns of the *Spokane Falls Review* reflected the life of the day even as the more sophisticated and artfully designed advertisements of the present mirror the atomic age. Offerings chosen at random from the columns of the *Review* over a period of several months in 1885 and 1886 include the following:

Glover and Gilliam's City Stables, "Bon Ton of the West," had the finest carriages, buggies, and saddle horses to let.

The "Terrace" lodging house, at Sprague and Mill, offered "furnished rooms complete with all the appointments and provided with stoves."

Cory and Rethwisch, undertakers, dealt also in furniture, sash, doors, windows and blinds, and did upholstering.

Mustache cups, genuine China decorated with mottoes, at twenty-five cents per set, were offered at Demert's drugstore.

Plain steaks for ten cents, with rolls and potatoes free, were advertised by the St. Elmo Restaurant. A porterhouse steak was thirty-five cents, tenderloin, forty cents.

Men's business suits were offered at \$7.50 to \$15.00, men's overcoats at \$5.00 up. Gingham was fourteen yards for one dollar, napkins from fifty cents to \$4.50 per dozen.

Whitman College, at Walla Walla, advertised: "Fall term will begin Tuesday, September 1, 1885. No better place in the Pacific Northwest to take a College Course or to prepare for Teaching, for Business or for College. Ample Boarding Facilities."

Royal Baking Powder accented its purity, was on the way to making its trade-mark worth a million dollars per letter. From the stand-

point of the future Royal Baking Powder was one of the most important advertisers in Dallam's paper. A pioneer in national advertising, it presaged a development that would, in due time, provide newspapers with an important share of their revenue. Far Western retailers were, in 1886, featuring well-known brands of merchandise—Wilson shirts, Seth Thomas clocks.

One of the most consistent advertisers in the *Review* was the Pantheon saloon, located on the ground floor below the newspaper offices. In its advertisements the Pantheon was represented as the "leading wine room in the city." It featured "elegant billiard and pool tables and cosy club rooms supplied with the leading papers and periodicals of the country."

Unquestionably the Pantheon was patronized by members of the newspaper fraternity, including the tramp printers, a characteristic feature of Western newspaper offices during the eighties and nineties. Their very names were individual, perhaps invented, as: Pilgrim the Printer, California Dick, Seneca G. Ketchum, Major Henby, and J. Peck MacSwain. Most of the itinerants never wanted a steady job. A few days at the case and their feet commenced itching for the road. They would either climb into a boxcar or hit the road on foot for other pastures.

"And yet for all that," said F. J. Smyth, newspaperman and author, "in the days of the 'stick and rule,' these old stagers could set up a creditable 'string.' They knew every mystery of the print shop."

Some tried their hand at prose or poetry. Among the writers of verse was Seneca Ketchum, who would stand at the bar of the Pantheon or some similar refreshment place and recite his own productions to the bartender. The bartender in turn would keep the verse flowing by drawing frequent schooners of foamy beer and placing them before the bard as payment for the entertainment. The concluding lines of one of Seneca Ketchum's efforts are:

Oh, I'm the czar of the tourists on the great Panhandle line;  
I'm the dude of the dingbat and at curbstone sessions shine.  
Oh, I'm the tramping printer known, from Yamhill to Oshkosh,  
As Wandering Willie Waterhouse of Walla Walla, Wash.

Dallam's rival publisher, H. T. Cowley, proprietor of the *Chronicle*, refused all liquor advertising, also that of places where gambling was permitted, and all other copy he regarded as objectionable.

By walking two blocks south to Riverside Avenue and then a block and a half west, Dallam could drop in on Cowley and talk over mutual problems. They became warm friends.

Cowley had learned the printer's trade on Edwin Cowles's *Cleveland Leader* in 1856. A granddaughter of Cowley, Margaret Paine Cowles, is the wife of W. H. Cowles, present publisher of *The Spokesman-Review*. Again, illustrating how closely the beginnings of today's Spokane newspapers are linked with the very earliest settlement of the West, is the fact that H. T. Cowley was a protégé of Henry Harmon Spalding, who, with his first wife and Marcus and Narcissa Whitman, had come to the Oregon Country as missionaries in 1836. Helped by Spalding, Cowley secured an appointment under the Presbyterian Board as a missionary to the Nez Percés and came West with his wife and three children in 1871. He served as preacher and teacher with the Indians, first with the Nez Percés at Kamiah, then with the Spokane tribe. He arrived in Spokane Falls in October, 1874, with his family of four. In 1883, after suffering a permanent injury to his leg in a fall from his horse, he gave up much of his missionary work and bought the *Chronicle*.

But the *Chronicle* was not Dallam's only competitor. By the time the *Review* was well launched as a morning daily, three additional newspapers disputed the field—the *Democrat*, the *Star*, and the *Herald*. Furthermore, disquieting rumors reached Dallam that promoters were looking over the field—"an inviting one," Dallam knew—with a view to starting still another daily and that they were trying to secure the Associated Press franchise.

In the face of this threat, Dallam acted quickly. He purchased the Associated Press franchise for the *Review*. The cost was five thousand dollars. This was way beyond the editor's resources so he gave an I.O.U. for the sum or, as he put it, bought the franchise on "jawbone." Ready to serve the *Review* was the telegraph office established in Spokane Falls in 1884.

The fact that the account had to be paid led almost immediately to a decisive development in the *Review's* affairs. Just when the need for additional capital was getting desperate, a forty-two-year-old man from Butte City, Montana, a veteran of the Civil War, limped into Dallam's office in the Union Block. He was "in the money" because of a sale he had recently made and was considering locating in Spokane Falls, which he was now visiting for the first time.

## CHAPTER II

### New Owners

*Interest in Spokane Falls Review Is Bought by Ex-Soldier Who Set Type for Montana's First Newspaper and Helped Found the Butte Miner—Steps By Which the Review Comes Under the Control of the Portland Oregonian's Harvey Scott and H. L. Pittock.*

SOME TWO DECADES before Frank Dallam decided to get the Associated Press franchise for his *Spokane Falls Review* while the getting was good, an ex-cavalryman of the Civil War, Horace T. Brown, headed for Montana Territory from Ohio, going by way of the Missouri River.

Ohio was the West when Horace Brown was born in Summit County on July 16, 1844. His mother was a Virginian, his father a native of Pennsylvania. While his schooling was brief he must have proved an apt pupil since there is good evidence that he mastered the three R's. On his own at the age of seventeen, he moved to Indiana and then to Newaygo County, Michigan, where he "learned the printer's trade" (words that must be used repeatedly in describing the background of Western newspapermen of the eighties and nineties). For two years he set type on a paper called the *Republican*, published by James H. Maze but not identified either as to town or state. In July, 1863, the month he became nineteen, he enlisted in the Tenth Michigan Cavalry and was assigned to the Twenty-third Army Corps, a part of the western army. His company was kept on special duty in Tennessee and North Carolina for a time. After Atlanta was burned he was one of the fiery Kilpatrick's five thousand tough horse troopers who joined in Sherman's march through Georgia to the sea and who ravaged the countryside far beyond the reach of the foot soldiers.

In after years Brown was tight-lipped about his war experiences

but at the time he headed for the Far West he must have had vivid recollections of the Georgia campaign, the flaring campfires, the gorging on hams and turkeys from Southern farms, the desperate fight and flight for life in the darkness when Wheeler's forces suddenly attacked on a night when Kilpatrick, as the men in gray knew, was sleeping away from his troops.

Brown received a gunshot wound in the knee at Greenville, in eastern Tennessee, but served to the close of the war, though he walked with a limp for the rest of his life. He was mustered out at Lansing (or Jackson), Michigan, in November, 1865.

Somewhere in Ohio he entered into partnership with his former employer, James Maze, but in April, 1867 (or possibly a year earlier), he left for Fort Benton, Montana Territory, up the Missouri River. The trip took two months. Reaching the fort, he rode on for another 250 miles or so, following the rough wagon road which climbed up the foothills of the Tobacco Mountains to the gold gulch town of Virginia City, 5,778 feet above sea level. That was a place and time when it was said that "no man considered himself safe without a brace of six-shooters strapped about his person and a bowie knife in his bootleg." It may be assumed that twenty-three-year-old Horace Brown was so equipped and would have known how to use his weapons in an emergency. In a six weeks' period from December, 1863, to February, 1864, twenty-four road agents had been hanged by Virginia City vigilantes, but life there was still perilous. Indicating the dangers of travel between that lofty mining camp and the outside world was this item in the September 15, 1866, issue of the *Montana Post*:

Trains arrived.—During the week the following trains arrived in Virginia City: Twenty-three wagons for Tootle, Leach & Co., which left Platts Mouth on May 26. We regret to learn that the wagon master, Thos. Dillon, was murdered by the Indians on July 23. Eight wagons for Cyrenus Beers and Vaile & Robinson.

At the Big Horn the Indians stole forty mules from Mr. Beers' train and thirty from Vaile & Robinson.

Virginia City was the county seat of Madison County, Montana. In the five years following the discovery of gold at that point in 1863,

the yield of this mining camp was \$40,000,000. The wealth from the camp built Montana Territory from 1863 to 1866 and attracted twenty thousand persons to the vicinity in a two-year period. In 1864 there were five thousand people in Virginia City and on August 27, 1864, the *Montana Post*, Montana's first newspaper (except for the short-lived *News Letter* at Bannack), was started in the cellar of a log cabin. Horace Brown secured employment on and set type for the *Montana Post* and, later, for the *Democrat*, Montana's second newspaper, founded in Virginia City in November, 1865.

On the *Post* Brown worked under James H. Mills, its third editor, with whom his association continued for many years. Mills became known as the "Nestor of Montana journalism." He had served during the four years of the Civil War with the Fortieth Pennsylvania Infantry, in which he rose from private to brevet lieutenant colonel through personal bravery on the battlefield.

In 1868 Horace Brown moved to Helena, some 126 miles distant, to work on the *Herald*. That job proved temporary and before long he was setting type for the *New Northwest*, which his former chief, James Mills, was conducting in Deer Lodge. While there he married Mary E. Rose. By midyear, 1874, he was back in Virginia City, this time as manager of the *Montanian*, started there four years before and currently edited by Henry M. Blake.

But another Montana mining town, Butte City, was attracting attention. His good friend, James Mills, with Harry Kessler, planned to start a paper at that camp and they wanted Brown to go in with them. He agreed and again moved westward. These three men, Kessler, Mills, and Brown, established the *Butte Miner*, first newspaper in Butte, Vol. I, No. 1 being dated June 1, 1876. Then a four-page, six-column triweekly, it became a weekly three months later, a daily and weekly August 5, 1879. On November 1, 1881, the Miner Publishing Company was incorporated with Joseph A. Hyde, president; H. T. Brown, vice-president; J. R. Clark, treasurer; and Daniel Searles, secretary. It was capitalized for \$14,000. H. T. Brown was elected a member of the executive committee of the Territorial Press Association at its first meeting in Helena, February 10, 1885.



For one of his nomadic nature, Brown had stayed put a long, long time—due, we may infer, to the steadying influence of family responsibilities, for besides Mary Rose Brown there were now a boy and girl, named after their parents, to take into account, and the soldier-printer was a highly conscientious man. However, the family doctor was emphatic in saying that Mary Rose should move to a milder climate; so, after ten years as part owner and business manager of the *Butte Miner*, Brown sold his interest in that paper. Early in 1886, in search for a new opening, he visited Spokane Falls. His enthusiasm for the town is indicated by a quotation from an exchange printed in the March 13, 1886, issue of the *Spokane Falls Review*. It was from the *Butte Free Press* and read:

Mr. H. T. Brown, late of the *Miner*, is back from a trip to Spokane Falls, with which town he is more than pleased. He says it is the prettiest town in the mountains.

It wasn't long before the soldier-printer was back in the community that had impressed him so favorably. On March 23, he and his family registered at the California House, just across the street from the *Spokane Falls Review's* place of business. Dwellings were scarce but the Browns were able to rent a rambling frame structure on Fifth Avenue and on April 1, 1886, the ex-soldier wrote a check on the First National Bank of Spokane Falls for some dishes and, soon afterward, other checks for furniture and a carpet, evidence that he was getting his family settled in the new location. And since he was an ex-cavalryman, it is not surprising that before too long he wrote a check—for the goodly figure of two hundred dollars—for a horse.

Brown was a tall, angular man with pointed features, blue eyes, brown hair and drooping mustache, with the energy, boldness, and resourcefulness in evidence during his years of soldiering. A hard, conscientious worker, he felt more comfortable in the sort of clothes favored by the frontiersmen.

"I don't ever recall seeing Father wearing a white shirt," said his daughter, Mrs. Alex Howie.

Rumors were abroad in Spokane Falls that Horace Brown intended to establish a Democratic daily in town with full Associated

Press dispatches. Dallam beat him to the punch in signing up for the AP service himself—then sold Brown a one-third interest in his paper to help finance the deal. On July 2, 1886, Brown wrote a check for \$1,875, binding the bargain.

A third man, Henry W. Greenberg, was admitted to the firm. After learning to set type in his native Minnesota, Greenberg had run a string of small country weeklies in the Middle West. When he came to Spokane Falls in the fall of 1883, the missionary-publisher, H. T. Cowley, gave him a job in the *Chronicle's* "type-setting room," as it was then called. Greenberg became foreman, at times acted as reporter. He and Cowley would go out and get the news, then come back, set the type, and print it.

Each of the three partners on the *Review* concentrated on a single phase of the enterprise: Dallam, editorial; Brown, business; Greenberg, mechanical.

While the *Review* stepped ahead, the rival *Chronicle* also was strengthening its position in the community. Major E. A. Routhe, officer in the Union forces in the Civil War and formerly political correspondent of the *Chicago Inter Ocean*, became editor and the names of Routhe and Cowley appeared at the masthead. With the issue of September 21, 1886, the *Chronicle* became an evening daily, permanently, as it proved.

In this same year, the *Northwest Tribune* moved from Cheney to Spokane Falls and the daily *News* appeared as a campaign paper.

The periodic starting of new papers in Spokane Falls and the expansion of the older journals reflected growth in the town itself and throughout the surrounding empire. It is an interesting coincidence that in the same year the Cayuse Indians murdered the pioneer Inland Empire wheatgrower, Whitman, Cyrus Hall McCormick erected his great Chicago factory to manufacture his reaping machines on a large scale. The McCormick reaper and other products of inventive skill made it possible to develop the Inland Empire as a substantial wheat-producing district. At harvest time in 1886 the wheat crop of Washington Territory, mainly east of the Cascades, was placed at 5,800,000 bushels. Wheat meant wealth, population, newspaper readers, and customers for newspaper adver-

tisers. But the same kind of mechanical genius that produced farming tools was also hard at work on newspaper production problems: on ways and means of achieving the swifter transmission of news, on building larger and faster presses, on the construction of better typesetting machines, on the improvement and cheapening of paper-making processes. The development of natural resources, of which wheat is only one example, paced the evolution of machinery that would produce more and better newspapers at a faster clip for the enlightenment of wheat farmers—and others.

Building railroads in the Inland Empire was just one phase of the swift-rolling, integrated process of expansion which involved the man at the plow handles, the man at the type cases, the man at the throttle of his engine.

In 1885 the Seattle, Lake Shore and Eastern built westward from Spokane Falls to Davenport, stimulating settlement in the Big Bend wheat country. In 1886, the O. R. & N. extended a line from Colfax to Farmington in the name of the Columbia and Palouse. The Spokane and Palouse—later acquired by the Northern Pacific—was steadily pushing construction to take in new points in the Palouse district.

These railways would supplement the river boats and barges in moving the Inland Empire's wheat to tidewater and world markets. Also, the laying of rails broadened the area in which a Spokane Falls newspaper could give speedy delivery.

Early in 1887 D. C. Corbin built fifteen miles of railroad from a point on the Northern Pacific Railway to Coeur d'Alene Lake. This connected with a line of steamboats to the Old Mission, from which point a narrow-gauge line ran to the mines. That meant that a lot of hard-rock miners would get their world news sooner than they had been getting it.

The telephone was one of the inventions that helped newspapers enormously in expanding their services. By extending the range of the human voice it made it easier for a Spokane newspaper to give adequate service to a territory "large as New England." It was appropriate, therefore, that a journalist who learned to set type on the *Spirit of the West* in Walla Walla was the man behind important

telephone developments in Spokane Falls and the Inland Empire. That journalist was Charles B. Hopkins, founder of the *Palouse Gazette*, with E. L. (or L. B.) Kellogg, of the *Sprague Herald*, and, in 1882, owner of the *Spokane Falls Chronicle*.

In 1882 this promoter-journalist started the first telephone line in eastern Washington from Colfax to Almota. He extended the system rapidly and a telephone exchange was established in Spokane Falls. On January 1, 1887, sixty-two patrons could give a fellow citizen a ring and wish him "Happy New Year." The service rapidly fanned out to take in Wardner and other towns in the Coeur d'Alenes. Another line built that same year along the Spokane and Palouse Railroad connected Spokane Falls with towns in the Palouse country and beyond the Snake River to Dayton.

On July 6, 1887, Hopkins called Frank Dallam on the telephone from Colfax to let the *Review's* editor know that the line had been completed to that point.

For only a few months longer was Dallam to answer calls as editor of the *Review*. Disagreements arose between him and his partners, resulting in his selling out to Brown and Greenberg in the fall or early winter of 1887. However, in the four years Dallam had edited the *Review*, he had made a lasting mark on journalism in Spokane. He had kept his paper abreast of the swift changes which he saw taking place in the field he served and which he shrewdly appraised. After selling his interest in the *Review*, Dallam remained in the Inland Empire another thirty-six years, saw his faith in Spokane more than justified. On January 1, 1889, he bought a paper in the Big Bend, the *Davenport Times*. That year he was elected to the constitutional convention from Lincoln County, and, in the fall of 1890, he was appointed by President Harrison to serve as receiver of the land office at Waterville. He was the first president of the Washington Press Association.

In March, 1909, he bought an interest in the *Oroville Gazette*, which had been established in May, 1904, by Fred J. Fine. On April 26, 1912, his son, Frank M. Dallam, Jr., bought Fine's interest. Frank Dallam, Sr., had charge of the *Gazette* until the fall of 1923. After a period of ebbing fortunes, on May 25, 1897, he had estab-

lished the *Palmer Mountain Prospector*, at Loomis, Okanogan County, and published it for eleven years.

When he was eighteen years of age, Frank Dallam, Jr., learned to set type on the *Prospector*. Six years later he was setting type for a paper of his own, the *Riverside*, Washington, *Argus*, a weekly. After a year and a half as newspaper proprietor he got a job in the advertising department of the *Wenatchee*, Washington, *Daily World*. Frank Dallam, Jr., was secretary to two state governors, Albert E. Mead and M. E. Hay, and also to the state senate for two years. In 1917 he went overseas with the Forty-first Division, Washington National Guard.

In 1923 he established the *Kelsonian Tribune* at Kelso, Washington. His father joined him there and built a home where he and Mrs. Dallam lived until his death, February 12, 1928. In May, 1938, Frank M. Dallam, Jr., joined the staff of *The Spokesman-Review* as political editor and a few months later became its chief editorial writer, a position he held until he retired from newspaper work April 4, 1949, to become a member of the Board of Prison Terms and Paroles, Olympia, Washington.

Advances in the mechanical production of Spokane newspapers were reflected in the establishment of the Spokane Falls Typographical Union, August 19, 1886. H. W. Greenberg, although an employer of printers, was a charter member, his application being needed to form the necessary quota for the institution. Although the International Typographical Union was founded in 1852, it did not as yet have permanent headquarters and would not for another two years.

Establishment of the Spokane Falls local marked a transition in typesetting on the *Review*. Once an editor's function, the work was now done by compositors trained for that trade. What took place in Spokane Falls had occurred in the same way and for the same reasons elsewhere, but usually not so fast. The *Spokane Falls Review* had started out as a one-man industry. In three years and three months specialization had caught up with it. The typographical union proved its social value for it was a pioneer in establishing disability benefits and pensions for its members. As late as 1900 the

life span of the average American printer was estimated as only 41.25 years. As the printing trade became one of dignity and comfort, printers lived the Biblical span of years, became respected and influential members of their communities. Various members of the Spokane Falls Local No. 193 became public officials such as alderman, police judge, city commissioner, county assessor, county treasurer, and state legislator. One member of the local union, Herbert B. Gaston, a proofreader, became assistant editor of the *Spokane Daily Chronicle*, Assistant Secretary of the Treasury of the United States.

Brown and Greenberg held onto the *Review* for only a few months after buying out Dallam. In April, 1888, they sold it to a group of four men: Patrick Henry Winston, James Monaghan, C. B. King, and Willis Sweet.

Horace O. Brown, son of Horace T. Brown, believes the price paid for the *Review* by these four men was \$20,000. That it was a substantial sum is indicated by the fact that after the deal was made, Brown and Greenberg divided something over \$13,000 in cash. For an unpaid balance of \$10,000 they took notes, secured by a tightly drawn chattel mortgage. The sellers soon invested their surplus funds in other businesses: Greenberg in a job-printing plant, Brown in the bookstore of J. M. Knight.

The four men who now owned the *Review* filed articles of incorporation April 16, 1888. Each one of the four stood out among the fifteen thousand Spokane Falls people.

Patrick Henry Winston was descended on his father's side from William Winston, uncle of Patrick Henry of "give me liberty, or give me death" fame, and on his mother's from Colonel William Byrd, of Westover, Virginia, a noted author. Born in North Carolina August 22, 1847, Winston graduated at the University of North Carolina in June, 1867, at the head of his class. President Arthur appointed him register of the land office in Lewiston, Idaho Territory, where the family moved, accompanied by two Negro maids.

The fact that he had come from the South, coupled with an urbane manner, soon earned Winston the title of "Colonel." He was

much in demand as a public speaker, partly because of his oratorical gifts and partly because of a ready wit which turned many sedate meetings into hilarious events.

On one occasion, while championing the Republican cause, Colonel Winston was in debate with the keen and caustic L. G. Nash, who spoke for Democratic principles. With customary sarcasm "Judge" Nash taunted his opponent over his military title.

"Ladies and gentlemen," Winston retorted. "My Democratic opponent wants to know of what I am a colonel. Well, I am a colonel just as he is a judge. I am a colonel of nothing and he is a judge of nothing."

On another occasion, when campaigning for the Republican party, Winston was heckled by a Populist. The heckler had long hair and bushy whiskers. Colonel Winston was bald. "I want Colonel Winston," said the heckler, "to tell this intelligent audience how he accounts for the unequal distribution of wealth." Winston advanced to a point on the rural stage where a tin reflector threw a beaming light on his shiny bald pate and said: "I will answer that question if my critic will first answer a question that I should like to put to him: I want him to tell this intelligent audience how he accounts for the unequal distribution of hair."

With an entirely different background, James Monaghan was no less colorful than his partner from the South. A native of Ireland, Monaghan was employed on the *Colonel Wright* when that stern-wheeler made the first trip on the upper Columbia between Celilo and Wallula. He was appointed a post trader at Fort Spokane in 1882, where he handled the mails between Colville and Colfax. In 1883 he was associated with C. B. King and others in putting the first steamers on Coeur d'Alene Lake and in laying out part of the town of Coeur d'Alene. Also, with King, he built the first telegraph line between Spokane Falls and Fort Spokane. He was founder of the town of Chewelah. A statue of his hero son, Ensign Robert Monaghan, stands near Spokane's Civic Center.

Charles B. King, long a business partner of Monaghan, was a native of Iowa. At the age of ten he crossed the plains to Oregon with his parents. Some of the varied activities of this versatile man

have been mentioned already. In addition, at one time or another, he engaged in the cattle business, operated a stage line, a livery stable in Colfax. He was post trader, or "sutler," at Fort Sherman, on a site selected by William Tecumseh ("War is hell") Sherman himself, a mile west of Coeur d'Alene, and he was the original owner of the shore line of Hayden Lake.

Willis Sweet, an attorney in Moscow, Idaho Territory, had, at one time, been connected with the *Omaha Bee*.

Monaghan was president of the Review Publishing Company; Sweet, general manager; King, treasurer; Winston, vice-president. Sweet was editor of the *Review* for a time, then sold his stock to Monaghan and King and returned to Idaho to go on the bench, succeeding the colorful judge, Norman Buck. He was three times Republican congressman from Idaho, was the first president of the Board of Regents of the University of Idaho at Moscow, and, finally, Attorney General of Puerto Rico. Sweet was a candidate for the United States Senate in 1894, but was defeated by Senator George Shoup, first state governor and last territorial governor, in one of the most spirited legislative elections in the state's history.

After Sweet left the paper, Winston became general manager and sole editor of the *Review*. Ever since he had contributed occasional editorials to the *Washington Daily Republican*, during the presidential campaign of 1884, it had been the height of his ambition to occupy just such a position as the one he now held. While at Lewiston he had realized the great opportunity a Spokane Falls newspaper would have to cover the newspaper field from the Dominion of Canada to the Blue Mountains. Winston said he had purchased an interest in the *Review* so that he could state his position on public questions but that, after acquiring this interest, he was never able to exercise this privilege. Forces that might be called "destiny" had put an Indian sign on him and his dream of guiding a Spokane Falls newspaper to success was not to be realized. Not that the *Review's* circulation was anything to draw the lightning. It was only 1,350 on June 13, 1888; but the *Review* had an asset that was coveted by Harvey Scott and H. L. Pittock, owners of the *Portland Oregonian*—the Associated Press franchise.



The Western Associated Press had opened a Pacific Coast headquarters in San Francisco in 1887 and in that year for the first time transmitted a detailed report over regular telegraph lines west of Kansas City. However, outlets for the service in the Northwest were still limited. The owners of the *Oregonian* were keenly interested in improving the wire news coverage for their Portland newspaper. Control of the *Spokane Falls Review* would give them additional stock representation in the Western Associated Press and thereby stabilize wire news coverage. With this in mind in the fall of 1888, they bought the *Review* stock owned by Monaghan and King, thus getting a controlling interest in the paper. Winston was kept on for a time as editor but an announcement on the editorial page of the *Review* for December 5, 1888, stated that he had sold his stock in the *Review* to an association of Spokane Falls citizens. He became the first United States attorney in the new state of Washington and later was elected attorney general of Washington. As an outlet for his journalistic yearnings he founded *Winston's Weekly*, a magazine of political comment.

Among the group that bought Winston's stock in the *Review* were Judge H. E. Houghton, who had been city attorney of Spokane Falls, and Paul Mohr, engineer in charge of construction of the Spokane and Idaho Railway and who, as manager of the Seattle, Lake Shore and Eastern Railway, in 1887 solved the problem of crossing the Cascade Mountains by selecting a practical route over the range with light grades through Cady Pass. Anthony M. Cannon, a business associate of Mohr, came into possession of this block of stock and thus was co-owner of the *Review* with Scott and Pittock.

This change in ownership brought the *Review* a combination of advantages it had not had before: shrewd editorial direction coupled with able business management and strong financial backing. Brief biographies of the three new owners suggest the solid front they presented to competition.

Harvey Scott was born February 1, 1838, on an Illinois farm and in 1852 went with his family in a covered wagon to Oregon. On the journey they buried his mother and a four-year-old brother. In the Indian uprising of 1855, the object of which was to kill off all the

whites west of the Cascades while a similar lethal campaign was being carried on by the interior tribes, Scott enlisted as a private in the volunteer army organized by white settlers on the West Coast, serving one year. He earned his way through Pacific University, which he left as the first graduate in 1863. After a year in the placer mines in Idaho's Boise Basin, he returned to Portland as a law student and librarian. In 1865 he started to write editorials for the *Portland Oregonian*, became its editor the following year, and, eventually, part owner.

Historians place Harvey Scott high as a journalist. This is what Frank Luther Mott wrote of him:

The best-known editor in the Pacific Northwest for a generation was Harvey W. Scott of the *Portland Morning Oregonian*. In all the region north of San Francisco and west of Minneapolis there were no large papers, and the *Oregonian's* 10,000 to 15,000 subscribers in the seventies and eighties gave it the primacy in the seven states of this great district. But it was not the *Oregonian's* circulation, its undeniable prosperity, or its good news coverage that gave it its reputation: it was Harvey W. Scott's editorial page.

Said Joseph Gaston:

The schoolmaster of the press of Oregon—the one great comprehensive mind of the two generations of men since the *Spectator* made its editorial bow . . . was Harvey Winfield Scott. Scott was . . . a voracious absorber and consumer of all other men's thoughts, writings and works. He was equipped by nature to do a great work.

For several years Palmer Hoyt, now publisher of the *Denver Post*, had the editorial job on the *Portland Oregonian* once held by Harvey Scott. Naturally Hoyt learned much about his predecessor. He says that Scott was rough, unconventional, that he mixed cuss words with the bookish kind in his everyday talk. Not infrequently, according to the Denver publisher, when the former Indian fighter reached his editorial sanctum, before buckling down to work, he would relieve his feet by removing his shoes.

A native of Pennsylvania, Henry L. Pittock had learned to set type in his father's print shop. He moved to Oregon with a brother in 1853. He was seventeen, on his own and hard up, when he asked

the proprietor of the weekly *Oregonian*, Thomas J. Dryer, for work. Skill in setting up a piece of copy earned him a five-dollar gold piece as pay and additional jobs. He became manager and, in 1860, proprietor of the paper. It was printed on a hand-operated Ramage press. In 1861 he began to print the daily *Oregonian* on a Washington hand press. Careful, industrious, deliberate, keen in judgment, Pittock had made the *Oregonian* so meritorious that, up to the time of the Spokane Falls venture, no competing newspaper in Portland had succeeded.

Anthony M. Cannon, third of the *Review's* new owners, was born of poor parents in Warren County, Illinois, in 1837. At the age of twenty he started across the plains for Pike's Peak with two yoke of oxen. When he reached St. Joseph, Missouri, he was appointed captain of a band of fifty-two emigrants whom he led through dangerous Indian country. When they reached Denver, then consisting of a single cabin and a few tents, young Cannon was offered one-half of the townsite for one thousand dollars on credit, but passed it up. After a brief stay in California, he returned to his native state and engaged in the grain commission business in Chicago. He became a familiar figure on the Board of Trade. In 1868 he engaged in the milling business in Kansas City, built it up to flourishing proportions, sold out in two years for \$65,000 cash. Losing most of his money after further travels, he made a living selling sewing machines in Portland, Oregon. Coming to Spokane Falls in 1878, he built a log cabin near the roaring sound of the falls and prospered enormously as real-estate owner and operator, flour miller, merchant, lumberman, banker, manufacturer, and railway builder.

Just a month after the three former frontiersmen bought the *Review*, the American District Telegraph Company completed its system covering all portions of Spokane Falls north of Riverside Avenue. It employed seven uniformed messenger boys. On March 24, 1889, the *Review* announced that its AP dispatches were averaging eight thousand words of telegraphic matter per day. Its news that year included the hurricane which struck the Samoan Islands in March, the Johnstown flood in May.

The new owners had made advances in printing their newspaper

as well as in its news service by installing a two-revolution press, run by steam power. Built to order, it was made big enough to print an eight-column paper. It printed two papers with a turn. That is, the four pages of the paper were printed on one side, the paper was turned over, the four additional pages printed and the completed sheets halved, thus giving two four-page papers.

Newspapers in other parts of the country were performing even greater miracles. A cylinder press had been invented in 1824, a rotary press in 1846. Paper had been delivered to the pressroom in rolls since 1863 and by 1876 the papers printed on roll-fed rotary presses were being automatically folded.

Wide adoption of machine composition was still years ahead. Editors of Western newspapers were likely to have been printers before they wrote the copy for others to put in type. It was so with Winston's successor on the *Review*. The new managing editor, who started to work January 1, 1889, was J. M. Adams. A stalwart Republican of Whig and abolitionist parentage, Adams was born in Estill County, Kentucky, in 1851. He apprenticed himself to the printer's trade in the office of the *Radical Republican* at Mattoon, Illinois. Later he was with the *Bollinger County Standard* in south-east Missouri. Its motto was: "The loyal Negro before the white rebel."

An additional ambitious and highly optimistic step taken by the *Review's* new owners to build up that newspaper—still a four-page sheet—was the purchase of a site for a new plant. For \$21,000 they obtained the property of the First Presbyterian Church at the corner of Monroe and Riverside and in April, 1889, moved to the new site. Two months later the new owners of the *Review* showed their go-ahead spirit and their faith in the future by still further improvement in their printing equipment. In June, 1889, they installed a Goss perfecting press, shipped in from Chicago, and also an electrotyping outfit, in the old Presbyterian church plant. Residents of the pioneer town could not help being impressed when told that the new press "takes a paper from a reel and prints, cuts, pastes and folds 400 copies a minute." By their move to a new site the *Review's* proprietors escaped having their plant destroyed by the devastating fire

which swept over the business district of Spokane Falls four months later.

The fire started at 6:15 P.M. on Sunday, August 4, 1889, in the roof of a lodging house near the Northern Pacific depot. A dead calm prevailed and spectators supposed the firemen would speedily bring the flames under control. However, the superintendent of the water works was out of town and the men in charge failed to respond to the call for more pressure.

The heat creating a current of air, the flames spread to adjoining buildings and in less than half an hour an entire block of frame structures was a seething mass of flames. A high wind sprang up from the southwest and, carrying burning shingles and other debris before it, scattered the fire to adjacent blocks. Occasionally two opposing currents of wind would meet, creating a roaring whirlwind of fire that seemed to penetrate the clouds like a ponderous screw. All but one of the bridges across the river were destroyed. A boom of logs took fire and shimmered for hours on the surface of the river. Flying pillars of fire crossed the river, igniting the lumber and flour mills that lined its northern bank, but the skillful use of dynamite saved these structures and also the Crescent Block, city hall, Commercial Hotel, and the old frame church building in which the *Spokane Falls Review* was printed.

In less than four hours after the alarm was sounded, thirty-two blocks in the heart of the city were destroyed, including all the banks, all hotels except one, the post office, land office, and the Union Block vacated by the *Review* four months before.

At this time it was customary to omit Monday editions but the *Spokane Falls Review* for Tuesday, August 6, 1889, gave a full and graphic account of Sunday's fire, including a diagram of the burned section and a list of the sufferers. Statements by many business leaders indicated a strong movement to tear down the remnants of the ruined walls and rebuild the business section of the city with brick and granite.

Overnight the city found itself with a severe housing problem. Every room in the city was occupied. Banks, stores, and restaurants conducted their business in shacks and tents. Under the critical and

abnormal conditions, things were not going at all smoothly on the *Review* and the anxious owners of the *Oregonian* sent their capable news editor, Nelson W. Durham, over to Spokane Falls as trouble shooter and managing editor.

Not surprisingly, Durham's arrival was followed shortly by the resignation of J. M. Adams, editor, and of his brother, Henry C. Adams, who assisted him. These departures left but two men in the editorial department besides the managing editor—J. F. Boyd, city editor, later mayor of Spokane, and H. J. Mock, a reporter. To augment the editorial staff of three Durham secured the services of Arthur J. Shaw, who became Spokane postmaster, secretary of the United States Senate, and an official of the Corbin railroad. He was the father of Eleanor Shaw, who for many years has been New York correspondent of *The Spokesman-Review*.

Like Harvey Scott, the man who picked him for his new job, Nelson W. Durham was a product of the frontier. Born on a Missouri farm December 11, 1859, he battled for education and survival. Leaving school at the age of fourteen, he learned to set type in the office of the *Atchinson County, Missouri, Journal*. In 1879 he entered into membership in the International Typographical Union and worked on papers in Denver and Central City when mining in Colorado was in its most gaudy and gorgeous cycle. Then California beckoned, and the Northwest. Twenty-one-year-old Durham was aboard the steamship *Columbia* on March 17, 1881, when it lifted anchor and headed out through the Golden Gate for the north. Three days later the vessel bumped gently over the Columbia River bar and glided into the still waters along the Washington shore of the great river. After serving on the staff of the *Willamette Valley Farmer*, pioneer farm journal of the region, he published a newspaper of his own, the *Oregon Tribune*, in Washington County, Oregon. For eight years he was on the editorial staff of the *Oregonian* as special writer and then as news editor. A sturdy individualist, Durham was a vigorous and facile writer with a keen sense of news values. He was a good six feet in height. At the time he joined the *Review* he wore an impressive walrus mustache.

The *Review's* composing room, pressroom, and stereotyping quar-

ters were in the old church building. For the accommodation of the editorial staff and business office employees, a rude shack was built in the angle of the streets in front of the church. Editors, reporters, proofreaders, and the office dog were crowded into a single little compartment, separated from the business office by a thin partition.

A close personal association existed between all the employees of the paper. On Sunday nights the compositors were fond of making a rendezvous of the "editorial rooms" and at times would gather around in such numbers as to make working conditions difficult for editors and reporters.

Innumerable cracks in the temporary shack were open to the frigid blasts of a winter which old-timers declared was the worst ever. The editor's desk was placed in an extreme angle of the wall so that he had the first breath of the icy winds that blew up and down the Spokane River. In order to carry on his work in reasonable comfort he was forced to wear Arctic overshoes constantly and wrap his legs in a great gum coat.

When the newspaper workers wanted a steaming cup of coffee or midnight snack they were accustomed to patronize the Palace Restaurant as that establishment was open all night and was located only a few steps from the office. The "Palace," drolly named, was actually a great tent heated by three box stoves and extremely airy in winter weather.

On a disagreeable day late in October, 1889, the *Review's* directors, Scott, Pittock, and Cannon, held their annual meeting in the cramped editorial quarters of their Spokane Falls newspaper and reached a major decision: to erect a newspaper plant on the odd-shaped plot of ground occupied by the old church, a plant that would be a landmark in the city of Spokane Falls and in which the citizens of the growing community could take enduring pride.

Soon afterward, on November 11, 1889, President Benjamin Harrison signed the document that made Washington a state, using a pen point of Washington gold set in a holder of Washington laurel. With statehood a reality, with railway construction going ahead full speed, new sawmills cutting into the great stands of virgin timber,

reports of prosperous conditions in the Palouse country and Big Bend, and with the rapid development of the mining districts, prospects were indeed bright. The Polk directory for 1889 had estimated the population of Spokane Falls as 17,340, a gain of 1,000 per cent since the *Review* started. But even as the *Review's* directors studied the details of their grand new building, formidable competition was in the making.



## CHAPTER III

### Another Morning Daily

*The Spokesman Is Started in Spokane Falls, March 9, 1890—Introduces Novel Features and Reports News of Gunplay and Other Colorful Phases of Life on the Raw Frontier—Meets Stiff Opposition from the Review and Chronicle.*

“**S**POKANE FALLS ought to have a *home-owned* morning daily.” That’s what many people in and around the frontier city were saying after Harvey Scott and H. L. Pittock of the *Portland Oregonian* gained control of the town’s morning daily.

Among the most emphatic in stating this opinion was Horace T. Brown, who had helped put the *Review* where it was. Although he was now part owner of a bookstore, he had worked in newspaper offices for twenty years and, having helped establish the *Butte Miner*, knew just what steps to take to start a new paper. He talked over the idea of a new daily with some local politicians who encouraged him and gave him to understand they would back the venture.

Before the project had gone beyond the point of being a lively subject for debate, the great fire gutted the business district of the city and brought matters to a head. The store in which Brown was part owner burned to the ground in the great holocaust. There was six thousand dollars’ worth of insurance and the owners gave out a statement that they would reopen. They even had a site picked out when Brown took a train East two days after the fire, purportedly to buy new stock for the store. However, as his train sped through the Rockies and over the Middle Western prairies, it is likely that his fertile brain was busy with practical plans for establishing another morning daily in Spokane Falls.

Either on this trip or one taken soon afterward, the ex-cavalryman

stopped off in Chicago and convinced several members of the newspaper profession there that a golden journalistic opportunity existed in Spokane Falls. That the city had just been swept by a destructive fire was all too true—but it was bound to rise phoenixlike from the ashes! Hadn't Chicago survived a similar disaster, rebuilt and flourished? Brown found the Chicagoans he talked with not too hard to convince. They had read a lot about the fabulous mines, vast forests, and the fertile soil on the sunset side of the Rockies. They were young, self-confident, intrigued by the idea of starting a new enterprise in that marvelous new country.

Two of the Chicago journalists promptly agreed to go into the venture with the persuasive Westerner. They were Joseph French Johnson, then financial editor of the *Chicago Tribune*, and J. Howard Watson, a reporter on the same paper. It is likely that Brown might have brought William H. Cowles, police reporter of the *Tribune* and son of its secretary-treasurer, Alfred Cowles, into his enterprise had it not been for the fact that Alfred Cowles was then very ill. That W. H. Cowles was kept on the prospect list is indicated by later developments.

Both of the Chicago men who agreed to go into the newspaper venture in Spokane Falls had a background of varied experience in the journalistic field. J. Howard Watson was born in Mount Vernon, Ohio, August 15, 1858. He was of Scotch-Irish ancestry, his parents Joseph and Rebecca (Sproule) Watson being natives of county Tyrone, Ireland. At the age of sixteen Watson left school and "entered the occupation of printer." At eighteen, he became manager of the *Knox County Advocate*, published in a strongly Democratic district. Through this paper he supported the Republican party so vigorously and effectively that, in the election of 1879, the district elected the first Republican legislator in its history. This was the campaign which resulted in James A. Garfield being elected to the United States Senate by a majority of one vote. Because of the aid rendered the party, Watson could have had a berth in the United States Treasury but decided to stick to the journalistic profession and joined the staff of the *Washington Post*. A year later he established a weekly paper, the *Pen*, at Newark, Ohio, and published

it until 1882. In that year he sold out and went to Chicago where he worked in the editorial department of the *Daily News* and later of the *Tribune*.

Joseph French Johnson was born at Hardwick, Massachusetts, on August 24, 1853, the son of a country storekeeper. His parents moving to Aurora, Illinois, he attended high school there, transferred to a Methodist academy, Clark Seminary, from which he was graduated. For a year he taught in the Rockport, Indiana, Female Collegiate Institute. He was graduated from Harvard with high honors in 1878, having meantime spent one year abroad studying philosophy and economics in the University of Halle, Germany. After three years of teaching in the Harvard School for Boys in Chicago, he traveled in Europe as tutor to Marshall Field, Jr., whose son was to found the *Chicago Sun* (now the *Sun-Times*) as competitor of the *Chicago Tribune* and bring suit against The Associated Press as a monopoly when refused its service for his paper. For three years Johnson was on the *Springfield, Massachusetts, Republican*, first as New England editor, then as city editor. Founded by Samuel Bowles September 8, 1824, the *Republican* had been inherited by the founder's son, then by his grandson, each with the same name. Employees passing the newspaper building would chant: "There's Old Sam Bowles and Young Sam Bowles and Young Sam Bowles's son; but Young Sam Bowles is Old Sam Bowles when Old Sam Bowles is done." Johnson worked under "Young Sam Bowles's son," widely recognized as one of the nation's best editors. He may well have heard something of the territory west of the Rockies during this association for "Young Sam Bowles" of the verse had visited the Inland Empire in the sixties. He wrote of his amazement in finding, above The Dalles, "another large and luxurious steamboat, built far up here beyond the mountains, with every appointment of comfort and luxury that is found in the best of river craft—large state-rooms, long and wide cabins, various and well served meals." Years later, his son also visited the Far West. Interrupting his newspaper career, Johnson was superintendent of schools in Yazoo City, Mississippi, for a year, then was associated with Frank A. Vanderlip in an investment service in Chicago, from which he stepped to join the

*Tribune* and to an association with another outstanding editor, Joseph Medill.

In these positions Johnson naturally became acquainted with wealthy men. Among them was H. H. Kohlsaas, who had made a great deal of money in a chain of Chicago bakeries and lunch counters. Mabel Hess Redding, Kohlsaas's secretary at that time and later librarian of the Kellogg, Idaho, Public Library, supplied the following details about her former boss:

He was about 5 foot 10 in height and weighed around 160 pounds; was smooth shaven, wore glasses, had white hair. Conservative in his dress, he usually wore oxford gray suits and while you might not call him handsome, he was very distinguished in appearance. You could hunt the world over and not find a finer person than Mr. Kohlsaas.

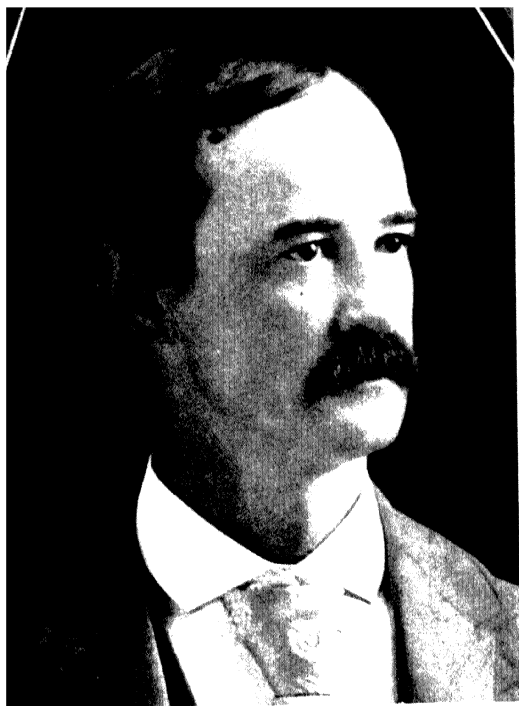
A loan from Kohlsaas enabled Johnson to invest in the Spokane Falls newspaper. A side light on the transaction is given by Johnson's son, Dr. Redford K. Johnson, chairman of the board of the Alexander Hamilton Institute, New York. On March 10, 1948, he wrote:

Since I was only two months old at the time my father immigrated to "Spokane Falls" it will be apparent that I have no personal recollection of the events about which I am speaking.

Father must have been most grateful to Mr. H. H. Kohlsaas for I have borne the middle name of Kohlsaas ever since. The story, as told to me by my father, is simply that Kohlsaas loaned him \$3,000 with which to start his venture in Spokane. Three thousand dollars was apparently a good deal of money in those days. I wish the same were true today. I do not believe that father ever knew just where Mr. Kohlsaas obtained the money which he gave him. It is my understanding that he gradually repaid the loan after leaving Spokane.

Johnson was five feet eleven inches, tall, clean shaven in a day when some kind of facial adornment was well-nigh universal among the men of Spokane Falls, keen-eyed, lovable, a shrewd judge of human nature, and as neat in his apparel as in his writing. A photograph printed in 1890 shows him wearing a checked suit, high collar, conspicuously large bow tie, and with a handkerchief tucked neatly into his front coat pocket.

After lining up these partners and financial backers the energetic Brown bought a press, bought type from Benton & Waldo, type-



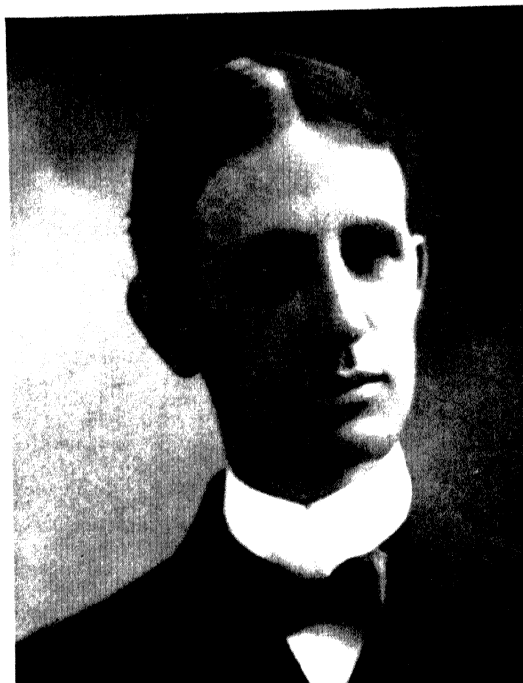
FRANK M. DALLAM  
*Spokane Falls Review*  
1883-87



HORACE T. BROWN  
*The Review*, 1886-88  
*The Spokesman*, 1890



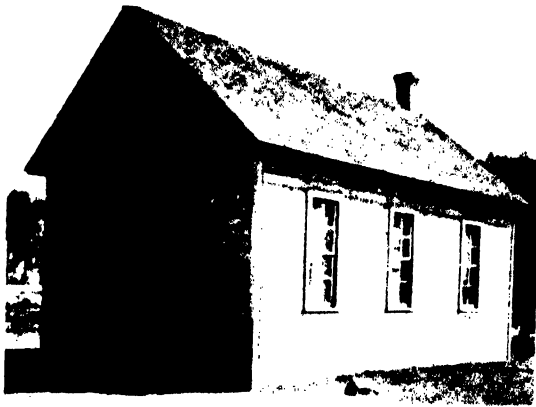
JOSEPH FRENCH JOHNSON  
*The Spokesman*, 1890-93



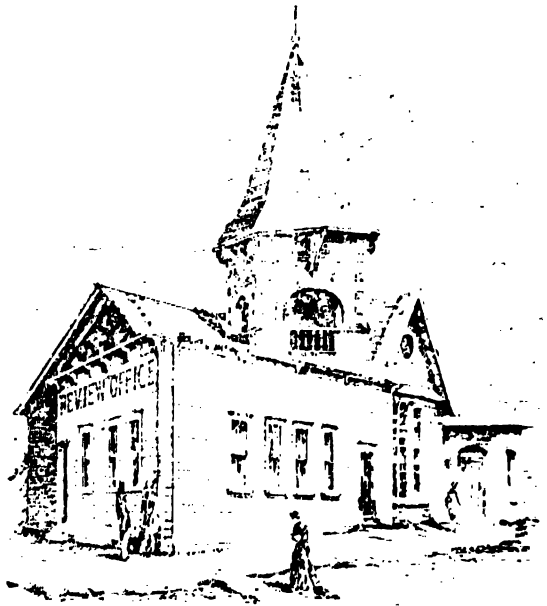
J. HOWARD WATSON  
*The Spokesman*, 1890-93

Founders of the newspapers which combined to form *The Spokesman-Review* and the years during which they were connected with each.

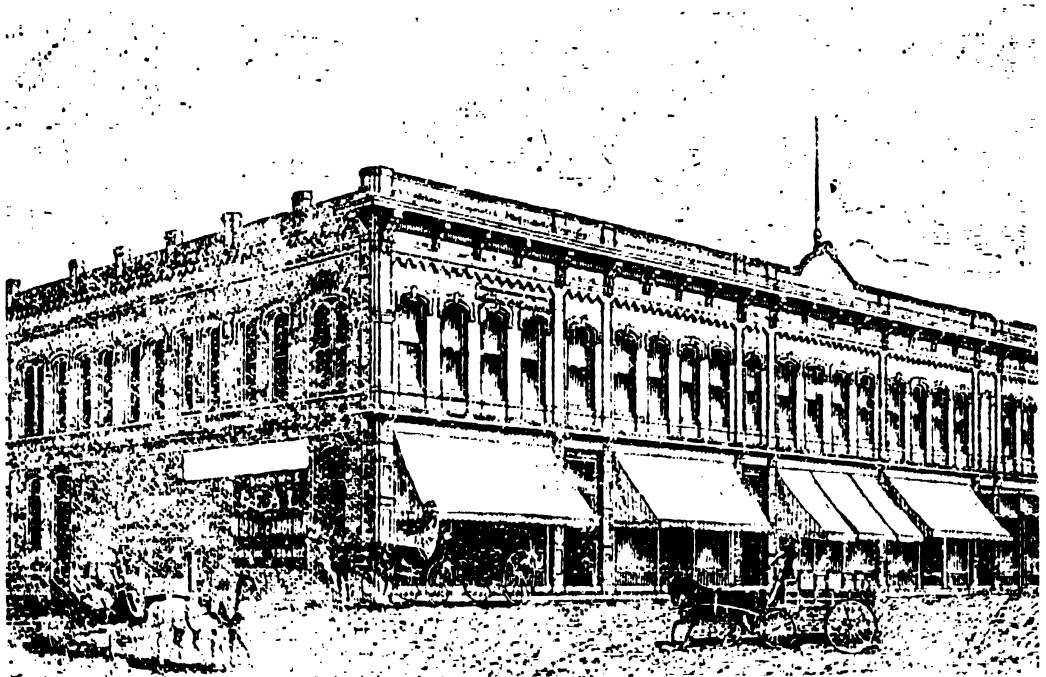
Photographers who took the above portraits were: Dallam, E. E. Bertrand's Studio, Spokane Falls; Brown, O. C. Bundy, Virginia City, Montana; Johnson, F. Gutekunst, Philadelphia; Watson, Boyd, Seattle.



1883-84



1889-91



1884-89

### FIRST THREE HOMES

For its first seven lean years the *Spokane Falls Review* was issued from the buildings pictured above during the periods indicated. Above, left: the abandoned schoolhouse which was located at approximately the site of the present Davenport Hotel parking garage. Below, the Union Block, at the southeast corner of Front (now Trent) and Howard. Above, right: the Presbyterian church, in which type was set and the newspaper printed, the frame building in front housing the editorial quarters and the business office.



HENRY W. GREENBERG



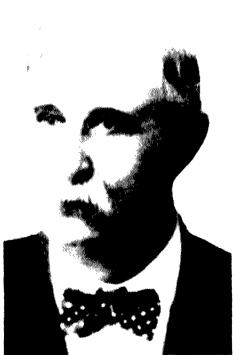
PATRICK H. WINSTON



JAMES MONAGHAN



CHARLES B. KING



WILLIS SWEET



H. E. HOUGHTON

#### STOCKHOLDERS

Each of the six men pictured above had a financial stake in the *Spokane Falls Review* during the period of changing ownerships before Harvey W. Scott, Henry L. Pittock, and Anthony M. Cannon bought the newspaper. Paul Mohr, not shown here, was also a co-owner for a few weeks.

Vol. 11 No. 1  
PUBLISHED WEEKLY  
FRANK M. DALLAM  
OWNER AND PUBLISHER

# Spokane Falls Review.

Published by  
**JOS. WOOD**  
Printer  
Spokane Falls, Wash.  
No. 101 Main St.

City of Cheney & Co.  
**CRUICISTS,**  
PRINTERS

W. H. HILL  
"Laugh Song"  
A. H. Porter  
Singer Anthony  
Silence Society  
For Sale

*[The main body of the page contains several columns of extremely faint and illegible text, likely representing the newspaper's content.]*

**PRINTED IN CHENEY FROM TYPE SET IN SPOKANE FALLS**

The first issue of the *Spokane Falls Review*, predecessor of *The Spokesman-Review*. This four-page paper, dated May 19, 1883, and the issue of the following Saturday, May 26, 1883, were printed in the shop of the *Scrutinel* at Cheney, Washington, from type set in Spokane Falls by this weekly newspaper's founder, Frank M. Dallam.



# Spokane Falls Evening Review.

VOL. I.

SPOKANE FALLS, W. T. TUESDAY, JUNE 10, 1884.

NO. 1.

J. S. C. BLANK.

Proprietor and Publisher.

Spokane Falls, June 10, 1884.

The Review is published weekly, except on Sundays, and is published for the Proprietor by J. S. C. Blank.

Subscription prices: Single Copies, 10 Cents; Monthly, \$2.50; Quarterly, \$7.50; Half Yearly, \$12.50; Yearly, \$25.00.

Advertisements: Per Line, 10 Cents; Per Column, \$1.00; Per Square, \$1.50; Per Square, \$1.50; Per Square, \$1.50.

A number of congressmen in the House have been introduced in the House of Representatives.

The House has passed a bill to amend the act to provide for the better regulation of the trade in slaves.

The bill was introduced by Mr. [Name] and passed by a vote of [Majority].

**JOHN A. LOGAN.**

Member of the House of Representatives.

Mr. Logan has been elected to the position of [Title] in the [Department].

Mr. Logan has been elected to the position of [Title] in the [Department].

He has been a member of the House of Representatives for several years.

His record in the House is [Description].

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His record in the House is [Description].

Several officers and others who have been elected to the position of [Title] in the [Department].

The list of names is as follows: [List of Names].

The election took place on [Date] at [Location].

Several officers and others who have been elected to the position of [Title] in the [Department].

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**SWANKY, LOWENBERG & CO.**

General Merchandise!

Imported Cigars!

Liquor Dealers!

A. L. DAVIS & SON.

Pianos and Organs.

White Sewing Machines.

Parke & Lacy.

Mining, Iron Working and Wood Working.

Machinery.

Boilers, Air Tanks.

**SWARTZ**

Sportsmen's Headquarters.

Berg's Block, Howard St.

Spokane Falls.

Resources: \$250,000.

Spokane College.

Collegiate Preparatory.

Primary Departments.

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**PROFESSIONAL CARDS.**

H. M. TRAHER.

Attorney at Law.

W. H. MURPHY.

Attorney at Law.

**FORSTER & BOOGE.**

Real Estate.

Loan and Insurance.

**CARRIAGE WORKS.**

Spokey Carriage Works.

Wines, Liquors and Cigars.

**CHARLEY'S OLD PLACE.**

Leading Chop House of the City.

Wines, Liquors and Cigars.

**SPRAGUE HOUSE.**

Spokane Falls Wash. Terr.

California House.

**I. S. KAUFMAN.**

Real Estate, Insurance.

LOANS.

## DALLAM'S REVIEW BECOMES A DAILY

The discovery of gold in the Coeur d'Alenes was followed by a rush of prospectors, a new stage line, and a building boom in Spokane Falls. Encouraged by these developments and the zooming circulation, Frank Dallam converted his weekly *Review* into an evening daily with the issue of June 10, 1884. The front page of this issue is reproduced above.

# THE MORNING REVIEW.

VOL. III.

SPOKANE FALLS, W. T. TUESDAY, NOVEMBER 17, 1885

NO. 104

## SUFFOCATION.

The sad death of M. E. Cottingham.

His body found in the River below the Dam.

His body found in the River below the Dam.

The many friends who sympathize with the family of the late M. E. Cottingham, are aware that the body of the deceased was found in the river below the dam, and was recovered by the men of the river police. The body was found in the river below the dam, and was recovered by the men of the river police. The body was found in the river below the dam, and was recovered by the men of the river police.

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## \$9,560 WORTH DRY GOODS, NOTIONS & GENTS' FURNISHING GOODS!

20 per Cent. Less than Actual Cost of Importation

Goods to be had that the Western Trade in the Wholesale market, having recently been, we believe, the lowest received from the leading manufacturers for the last season in purchasing any commodity at retail prices. This is the result of the general decline in the price of goods, and the fact that the manufacturers are unable to sell their goods at the same price as they were able to do so last season. We therefore have a large stock of goods at a price that is 20 per cent less than the actual cost of importation.

**DRESS GOODS DEPT.**  
We have a large stock of dress goods, including silks, satins, and various other materials, at a price that is 20 per cent less than the actual cost of importation.

**GEN'S FURNISHING DEPT.**  
We have a large stock of gentlemen's furnishings, including shirts, neckties, and various other accessories, at a price that is 20 per cent less than the actual cost of importation.

**KNIT DEPT.**  
We have a large stock of knit goods, including sweaters, undershirts, and various other items, at a price that is 20 per cent less than the actual cost of importation.

**EMBROIDERY, NOTIONS AND FANCY GOODS**  
We have a large stock of embroidery, notions, and fancy goods, at a price that is 20 per cent less than the actual cost of importation.

**HAAS & TERRY, The Rawdon Store.**

## Newport & Holley, HARDWARE

STOVES AND TINWARE, Iron, Steel, Bellows, Anvils

Blades, Wood and Iron Pumps, &c.

Spokane Falls, Idaho.

**AYER & BISHOP, Furniture and Bedding**

Parlor Frames, MOLDINGS, ETC.

**HOLIDAY GIFTS!**

**WM. KOHLHAUFF TOYS! TOYS!**

**J. M. GRIMMER, Dray & Expressman**

**BINGSLIEN NOTIC.**

**ROYAL RESTAURANT.**

**BOARD BY THE DAY OR WEEK**

**The Best the Market Affords.**

## LOEWENBERG BROS.

Their Silk, Velvet, Flush, and Dress Goods Departments

Ladies, Misses and Children's Cloaks

Hosiery, Lace, Ribbons and Fancy Goods

House Furnishing Goods

Clothing & Gents' Furnishing Goods

**GARLANDS! JEWELS!**

**EARLY BREAKFAST**

**FAULTLESS STOVES AND RANGES**

At Prices Varying from \$5 TO \$100!

Are Now Offered by **J.H. Boyd & Co**

WHOLESALE AND RETAIL **HARDWARE**

HOWARD STREET.

Call Early as the Best Patterns are Selling rapidly.

## REVIEW COMES OUT MORNINGS

Saying farewell to its evening edition, the Review, after a lapse of three days to get ready for the change, appeared as a six-column morning daily with its issue of November 17, 1885. The front page of this issue is reproduced above. Boiled-down telegraphic news, assembled in Portland, was an added feature. The Review was then being printed on a single-drum cylinder press.

# THE SPOKESMAN.

## THE WHITE HOUSE SPOKANE GRIT

CARPET ROOMS

AND

Gents' Furnishing Department.

HUGE ARRIVALS! EXCLUSIVE NOVELTIES!

Unparalleled Handling Facilities!

Riverade near Lincoln.

SPOKANE FALLS WASH.

## SIMPSON

TAKES THE CAKE!

But the Cake Is Too Small.

HE WANTS TO OWN THE BAKERY.

JOKING ASIDE.

IF YOU HAVE

Any Property You Want to Sell

OR ANY

MONEY YOU DESIRE TO INVEST

SEE SIMPSON.

Room 1 & 2, Heath Block

RETIRING SALE

For our present quarters into the

GRANITE BLOCK.

COME THIS WEEK AND

See Our Bargain Offerings.

People never grow weary of hearing good news, profitable news, such as they find in our advertising columns. What's more interesting to read about than "Dry Goods, Groceries, Furnishing Goods, Hats, Boots and Shoes selling at half price." That's our story just now and we are playing it every day with full accompaniment for the delight and advantage of thousands of our customers.

It's not a matter of MONEY OR GAIN with us at now. It's prestige that we are after. We are a little to make the unexpected change in our business. The big daily sale shows the clearing of our basement, but we have a perceptible remaining in our large stock and it is not going fast enough. Over ten thousand dollars worth of goods yet to be cleared out. So we have moved the clock, more vigorously stirring up the buying community with the pointed issue of **GREATER BARGAINS THAN EVER** and the **BIG BREAK-AWAY OF REDUCTIONS** is starting with a greater emphasis than ever in every department, factoring, buying and selling items with it has become a question with us whether we are selling or giving away our goods.

COME THIS WEEK AND

See Our Bargain Offerings.

**M. KAMINSKY,**  
LEADER OF BARGAINS.

217 Washington Street, between Riverside and Main.

WANTED: Men and Women

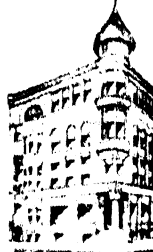
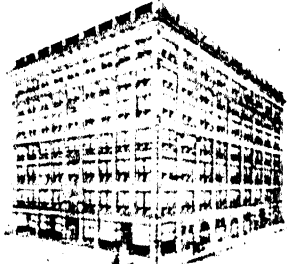
WALKING OUT THE OLD TENT

WANT TO MAKE MONEY FAST

SEE US AT THE GRANITE BLOCK

SEE US AT THE GRANITE BLOCK

SEE US AT THE GRANITE BLOCK



## THE SPOKANE FALLS REVIEW HAS A RIVAL

The first issue of *The Spokesman*, March 9, 1890. Founders and owners of this six-days-a-week newspaper were Horace T. Brown, formerly part owner of the *Spokane Falls Review*; Joseph French Johnson, and J. Howard Watson. Johnson and Watson came West from Chicago to help launch the paper. The *Review* gave them such stiff competition that, within two months, they were in financial difficulty.



Quite the latest thing



Just the thing



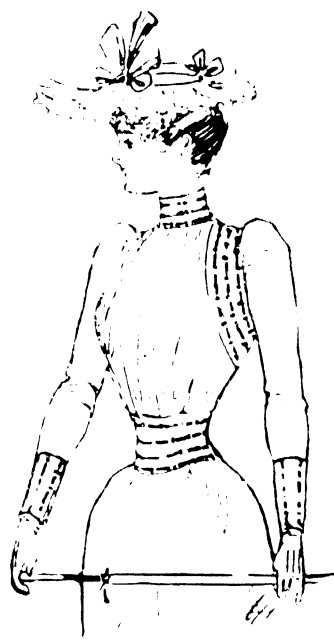
Graceful and picturesque



The Tricot suit



Going home



Very effective

### GAY NINETIES FASHIONS

An illustrated style service, supplied by a syndicate, was one of the features with which *The Spokesman* made a bid for women readers in Spokane Falls. Examples of fashions revealed in this department, which ran Sundays, are shown above with the original titles.

# THE SPOKESMAN-REVIEW.

VOL. 11, NO. 51.

SPOKANE, WASHINGTON, FRIDAY MORNING, JUNE 29, 1894.

THE MONTHLY.

## ★ THE PALACE ★

### Friday Millinery Day

ENTRANCE  
CHOICE, \$1.50

CHOICE, \$2.00.

1,000 New Styles, 1,500

Tomorrow is Saturday Bargain Day

## PICNIC

A Picnic to All Consumers of Tea.

Special Arrangements for Family and Social Tea Parties.

PURE UNMIXED TEA AT DISCOUNT PRICES.

Specials in the highest grades and in stock. Selections of special quality. Economic Pickers. Special offers.

LESS THAN WHOLESALE COST

HALE & EASSON CO.

Corner E. Broadway and M. Streets.

## SMOKE THE

### "Hotel Brunswick"

OLLAR HAVANA CIGAR

THE BEST IN THE MARKET

FOR SALE BY ALL DEALERS

W. S. BRINSFORD & CO., Cigar and Tobacco Dealers

## THE FURNITURE CO.

Have \$10,000 Worth of Furniture on Sale

AT 70% OF THE ORIGINAL PRICES

## ENAMEL WARE

Best quality Enamel Ware for sale. Special Bargain Sale. Enamel Ware for sale. Enamel Ware for sale.

## Sensible People Who Aim to Save Money

COME AND ATTEND

### The Banner Clearing Sale

GENTS	LADIES
Best quality	Best quality
...	...

Our magnificent stock awaits you, with many bargains for everyone to mention.

LOEWENBERG BROS.

## SECURES BIG ASSETS

WILLIAMS ROBERTS WINS

## STEVENS' SAYS

STEVENS COUNTY REPORT

## HUNGRY FOR OFFICE

A WARM DAY AT YANINA

## THICK OF THE FIGHT

BUT FEW TRAINS MOVING

## OUR MILITIA GOES TO TRAVEL

...

## J. F. ADAMS,

SUGAR  
PURE LARD  
PURE TINS  
LIMON



## NEW NAME AT MASTHEAD

The issue of *The Spokesman-Review* for June 29, 1894, pictured above, was the first in which the titles of Spokane's rival morning dailies were combined to form the distinctive name used ever since. In this issue, having bought the half interest of the *Portland Oregonian's* owners the day before, W. H. Cowles announced that he had gained proprietary control of the newspaper. He continued to control this newspaper's editorial and business policies for the next half century.

# THE SPOKESMAN-REVIEW.

WEDNESDAY, AUGUST 19, 1896. SPOKANE, WASH.

Wholesale and Retail  
**Palace**  
SPOKANE, WASH.  
"THE PRINCE"

THE PALACE  
CAR LOADS. 5  
Goods Received  
Orders

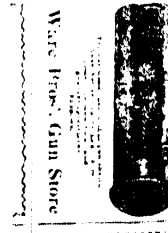
All Dress Goods  
A large stock of the latest  
styles in Dress Goods  
and Millinery

Look Out  
for the  
Prospect of  
the



**leAx**  
**UC**

Piece and High  
the Ax" has injured  
er brands of higher  
taller pieces. Don't  
tr to impose on you  
are "just as good"  
" for he is anxious  
s unsalable stock.



**DUFFY'S**  
Shoemaking  
Cleaning Out Ladies  
Shoes

**ROCK**  
**SOAP**

## THE PRIMARIES

The primary elections for the year 1896 will be held on the 27th of August. The voters will elect members of the legislature and the judges of the supreme court.

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## MR. BRYAN DENIES IT

Mr. Bryan denies the charge that he is a candidate for the presidency in 1896. He says that he is not a candidate for any office.

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## COCHRAN ADDRESS

Mr. Cochran delivered an address at the meeting of the National Association of Manufacturers. He spoke of the importance of the manufacturing industry in the United States.

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## FIRST APPEARANCE OF FAMILIAR LOGOTYPE

The style of lettering used for *The Spokesman-Review's* present logotype appeared for the first time in the issue for August 19, 1896, pictured above. One bar of the hyphen was dropped in 1935 on the recommendation of Colonel Guy T. Viskniski, newspaper efficiency consultant.



### THE EMPIRE'S OLDEST

Here is Walla Walla, Washington, today. This important educational center has come a long way since it was given its present name, officially adopted in 1859. By 1862, trade with the soldiers at the near-by fort, with new homesteaders, and with the gold miners rushing to the Clearwater River diggings, had made it the largest town in Washington Territory.



### CHENEY, WASHINGTON

On the crest of the ridge that divides the rich Palouse country from the partially arid Big Bend is the pleasant educational center of Cheney, Washington, pictured above. Once it took the county seat away from Spokane Falls, was touted as a "coming Chicago." The first two issues of the *Spokane Falls Review* were printed here.



### COLVILLE, WASHINGTON

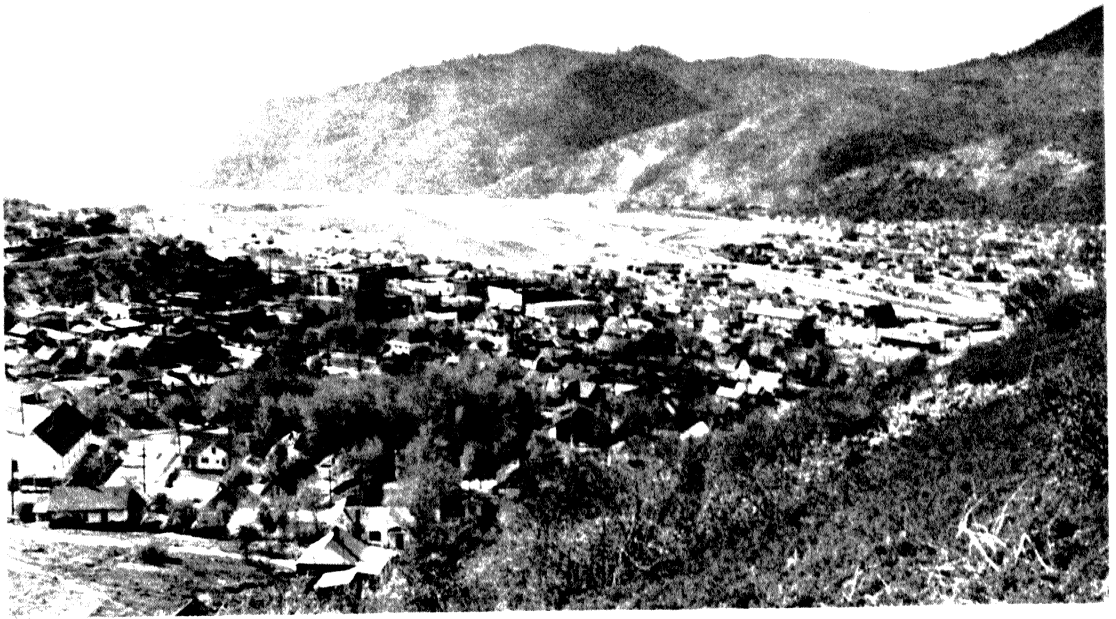
The discovery of gold in Colville Valley streams brought placer miners to this district in the fifties, despite hostile Indians and orders from the War Department for people to stay out. Hard-rock mining in the eighties and, later, farming and stock raising contributed to this community's development.



### COEUR D'ALENE, IDAHO

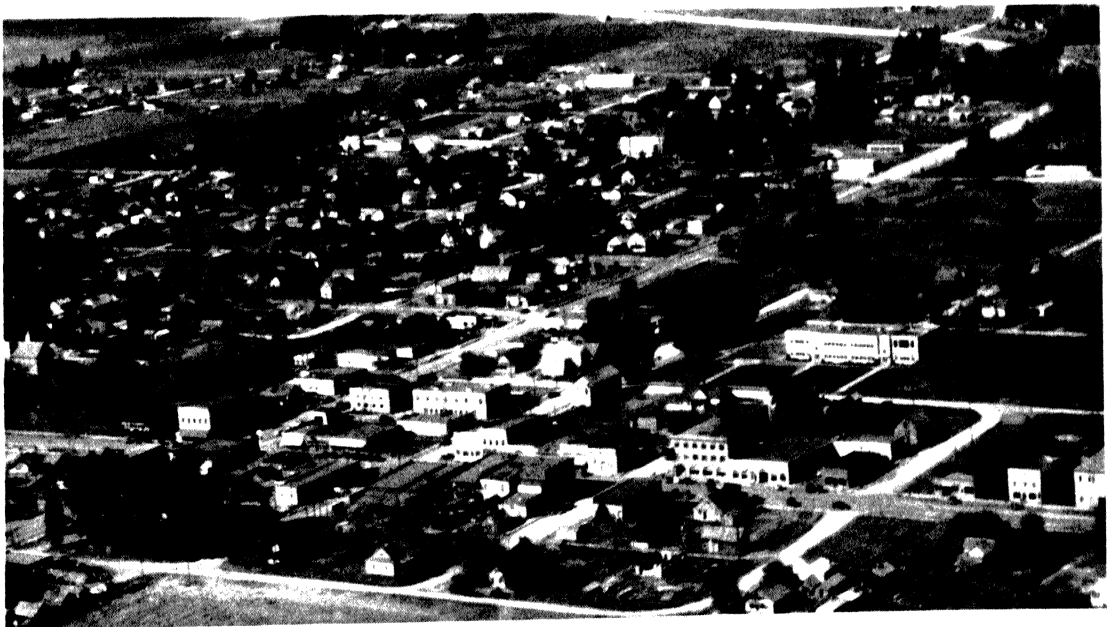
Part of the townsite for this lake city was platted in 1883. The development of the fabulous Coeur d'Alene mining district, across the lake, helped it on its way. Today it draws revenue from lumbering and farming as well as from mining, and from the tourist trade.





### A COLORFUL PAST

The mining town of Kellogg, Idaho, has had varied experiences since its establishment in 1886. These have included bitter labor wars, the blowing up of a great mill by dynamite, and martial law. Through it all, the Bunker Hill and Sullivan mine, basis of the town's prosperity, has poured forth a steady stream of silver, lead, zinc, gold, and other precious metals.



### IN THE HEART OF COLVILLE VALLEY

By 1878 Chewelah, Washington ("place of garden snakes" to the Indians), had enough people to have a post office, but all supplies were carried from Walla Walla by freight teams—a thirteen-day haul. James Monaghan platted the townsite in 1884, and when rail transportation came five years later the town grew. Farms, stock ranches, lumber mills, and a magnesite plant are among the town's assets.



### MULLAN, IDAHO

The town took its name from the famous road builder and held onto it despite the efforts of the Northern Pacific Railway to rechristen it Ryan. The original town plat was filed in the Shoshone County auditor's office on August 4, 1888. Located in a basin of the South Fork of the Coeur d'Alene River, it has thrived because of its being close to highly productive mines.



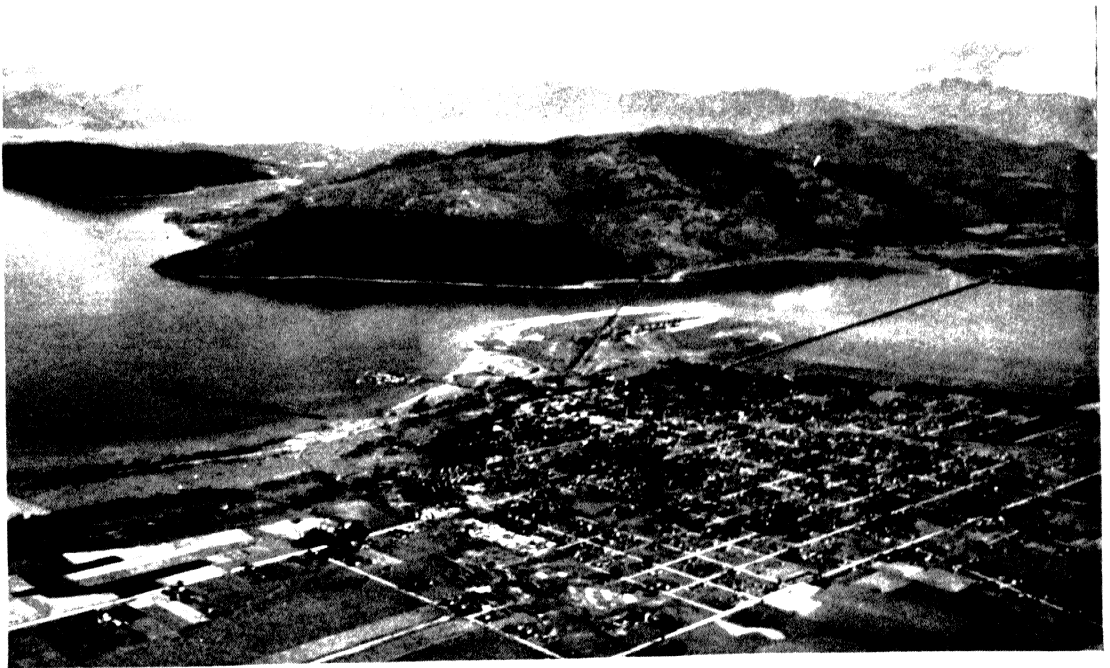
### WALLACE, IDAHO

This center of rich lead, silver, and zinc mines was first known as Placer City, after the type of mining done in the area in early days. But with the coming of hard-rock mining it was renamed after its founder, Colonel William R. Wallace. It was incorporated in 1888 and is located seventy miles southeast of Spokane, in the same river basin as Mullan.



### BONNERS FERRY, IDAHO

First known as "Frye," this farm, dairy, and lumber center is located on the broad Kootenai River, which flows into the Columbia north of the international boundary. In pre-automobile days, picturesque stern-wheelers gave regular triweekly service between this community and Nelson, British Columbia.



### SANDPOINT, IDAHO

This farm and lumber center is located on Lake Pend Oreille, a body of water discovered in 1809 by the North West Company's David Thompson, who built a trading post on its northeastern rim. In World War II, the Farragut Naval Training Station was built on the shore of this lake at a cost of \$49,000,000. Here over 300,000 navy recruits were given intensive training. The station has since been abandoned.



NELSON W. DURHAM  
1894-1910  
(With the *Review*, 1889-94)



GEORGE W. DODDS  
1910-42



MALCOLM GLENDINNING  
1942-49



JAMES L. BRACKEN  
1949-

#### SIX DECADES OF EDITING

*The Spokesman-Review's* four managing editors, with the years they served in this position.

founders in Milwaukee, engaged printers and compositors. Back in Spokane Falls he rented quarters for the new newspaper on Howard Street, between Front and Main. He hired George Stinson, a carpenter, to build partitions and do other carpenter work. Stinson received Brown's check, dated January 29, 1890, for one hundred dollars covering his work. Written on the check was "On account of work for Spokesman Pub. Co." The new paper's name, coined by Joseph French Johnson, already was in use. At the going wage for carpenters, the amount of the check would indicate work had started in December, 1889. Another check for one hundred dollars, dated February 5, 1890, was written by Brown in favor of L. B. Whitten for *The Spokesman's* February rent. The press was installed in the basement.

With these preliminaries attended to, Joseph French Johnson came West in February, 1890, with his beautiful, blonde wife Caroline and his two-months-old son. Editor Johnson wrote about his venture to his former employer, Samuel Bowles, publisher of the *Springfield Republican*, who replied February 21, 1890:

MY DEAR MR. JOHNSON:

I am glad to hear that you are still living and are looking forward to so pleasant and prosperous a future in your new location. I remember stopping at Spokane Falls for a few hours, a number of years ago, and although it was then a very young town, it made a favorable impression upon a stranger. . . .

You shall certainly have *The Republican* in exchange for your paper and I shall be obliged if you will send me, personally, two or three copies of the early issues of your publication, as I shall be interested in seeing it. . . .

Wishing you abundant and early success in your enterprise.

Truly yours,

SAML. BOWLES

J. Howard Watson came with his handsome wife Katheryn. Homer J. Carr, the *Chicago Tribune's* marine editor, came to serve *The Spokesman* as mining editor.

From the *Chicago Times* the new venture drew a twenty-one-year-old reporter, Charles B. Dillingham, who in later years was to gain fame and fortune as a theatrical producer in New York City. He produced more than 150 plays, became owner of the Globe Theatre, and managed a galaxy of stars including Elsie Janis,

Julia Marlowe, Margaret Anglin, Henry Miller, and Fred Stone.

Counting Mrs. Johnson, literary editor, the editorial staff of the new daily numbered thirteen. The first issue of *The Spokesman*, an eight-page, standard-size newspaper with six columns to the page, was published March 9, 1890. Articles of incorporation for the Spokesman Publishing Company were filed in the office of the Secretary of State, Olympia, March 27, 1890. The incorporators were J. F. Johnson, H. T. Brown, and J. H. Watson.

Experience gained on important Eastern newspapers by Watson, Johnson, and associates was in evidence in their new daily. The first issue was a lively, well-edited and conveniently arranged presentation of the day's news. The left-hand "car" on page 1 read:

" 'ERE'S YER PAYPUR"  
BRIGHT AND NEW  
GLISTENS ALL OVER  
WITH MORNING DEW.

and the right-hand "ear":

PERT AND CHIPPER  
AS PURE'S THE SNOW  
JUST ENOUGH COLIC  
TO MAKE IT GROW.

The editors devoted five columns on the first page to an article entitled "Spokane Grit," which reviewed progress made in Spokane Falls since the great fire. Readers were pridefully reminded: "It is now only a little more than six months since the business district of Spokane, comprising fifty-four acres, was a great field of ashes and toppling walls," and: "Tents still dot the burnt district here and there, in which thousands of dollars of business is transacted daily, while at the sides of these dwarflike temporary abodes rise high in the heavens monster blocks of artistic masonry." Line cuts showed ten of these "mountains of brick and iron."

There were thirty-one columns of display advertising, two of them on page 1, featuring the "Gents' Furnishing Department" of the White House, M. Kaminsky's "Big Broad-Axe of Reductions," and a real-estate dealer's boastful "Simpson takes the cake! But the cake is too small. He wants to own the bakery."

There was evidence in this first issue that the journalists from Chicago were anticipating a scrap. With chip-on-the-shoulder emphasis, they told their readers: "The owners of THE SPOKESMAN are the men who edit and publish it," and warned outside publications, "This is our huckleberry patch."

Ten days after this spirited challenge, the owners of the *Review* started their new plant and building, to cost upwards of \$100,000, a figure that spoke volumes as to the kind of competition *The Spokesman* could expect from their Portland-controlled rival.

The *Chronicle* had also become a competitor to reckon with. Just the month before, J. J. Browne, one of the *Chronicle's* founders, had bought it back from its current owners, W. D. Knight and J. S. Dickinson. The price was \$30,000. No longer could one start in the newspaper business in Spokane Falls on a shoestring!

A former school superintendent of Multnomah County, Oregon, and ambitious to be elected to Congress, Browne bought the *Chronicle* to advance his political fortunes. He could well afford what the paper cost him. In the nine years that had passed since he had helped launch the *Chronicle* as a four-page weekly he had become wealthy from a big law practice and the skyrocketing values of his real-estate holdings. The year after he bought the evening *Chronicle* the Spokane county assessor calculated the value of Browne's real-estate holdings in Spokane County as \$690,650.

Reaching the shrewd conclusion that the *Chronicle* should have an editor measuring up to the standard set by his morning rivals, Browne installed able, twenty-seven-year-old Simon R. Flynn as his managing editor. As delegate to the constitutional convention at Olympia in July, the year before, Browne had met Flynn, who was covering the sessions for the *Tacoma Ledger*, and had bid him away from Alfred Holman, since 1888 editor of the *Seattle Post-Intelligencer*. Before coming West as "special agent on Indian depredations," Flynn had been news editor and special writer for the *Washington* (D.C.) *Capitol*, in charge of the *Government Advertiser*, on the Washington staff of the *Baltimore Sun*, and then special correspondent for the *Baltimore Sun*, the *New York Times*, *New York Herald*, *Boston Herald*, and *Chicago Tribune*.

Also published in Spokane Falls at this time were the *Evening Globe*, successor to the *Sunday Globe*; two monthly papers, the *Investor's Journal* and the *Frontier*, and five weeklies—the *West Shore*, the *Mining and Lumbering Journal*, the *Spokane Post*, the *Industrial World* and *Spokane Falls Echo*.

This was a sobering array of competition. To meet it there was crying need on *The Spokesman* for additional capital, but none was in sight. Unfortunately, the politicians that promoter Horace Brown had counted on for support had failed to come through with financial aid.

But no one would have suspected the shortage of capital from the kind of paper put out by *The Spokesman*. It gave readers features and services which were a novelty in Spokane Falls at that time.

Something over forty newspapers took a feature, "Literary Leaves," written and syndicated by Edward Bok, later editor of the *Ladies' Home Journal*. *The Spokesman* ran Bok's chitchat about Mark Twain, Laura Jean Libbey, Whittier, and other notables.

Another syndicated feature appearing in *The Spokesman* on Sundays was a review of fashions originating in New York. It was illustrated with line cuts showing the latest styles in jackets, toques, veils, and other feminine apparel. This was in a day when illustrations were a great rarity in Western newspapers. Also, on Sundays, "Clara Belle" contributed a spicy two columns of gossip and comment which titillated the women of the frontier by reporting the doings of their sisters in far-off New York, as in this extract:

A young lady wearing the latest thing in waist coats tooled a pair of glistening bay horses down Fifth Avenue, turning into one of the cross streets and drawing up in front of a well-known gymnasium. Her groom sprang to the horses' heads and she, with the grace and speed of a bird, leaped to the ground and hastened inside the building. Two minutes afterward she stood nude in a dressing room downstairs. Slipping a light blouse over her head, a loose pair of trousers on her limbs, and pushing her feet into a pair of canvas slippers she ran upstairs to the gymnasium. There for an hour she exercised on the parallel bars, the arm and leg weights, swung clubs and took a half-mile dash around the running track. She then pulled a heavy shirt known as a "sweater" over her shoulders and hurried down stairs again. Next she wrapped a soft pink robe about her and tiptoed across a hallway into a marble lined bathroom. Throwing aside her robe she placed



herself under the shower bath and pulled the cord, puffing and slapping herself as the icy spray deluged her. Then with a little cry of excitement she ran across the floor and flew headforemost into the placid and cool plunge bath. Here she disported like a naiad for five minutes or more and then pattered back to her dressing room, getting into her street clothes with interesting rapidity and, with a careless brush to her wet hair, flying out to the street where her cart awaited her.

Cost of syndicated features was just one of the expenses *The Spokesman's* owners had to meet. Their working capital was soon exhausted and they had to have more money to keep going. It was only natural that they should look to some of their former associates in Chicago for financial aid. Among these prospective investors it is likely that the name of W. H. Cowles was up toward the top of the list. There is no question that W. H. Cowles knew about *The Spokesman* from the very beginning. In the bound files of *The Tribune* are copies he received, addressed to him first at the *Tribune* office and later at the family home, 1805 Michigan Avenue. His father, Alfred Cowles, had died the previous December 20, 1889. The *Tribune's* police reporter was enabled to secure funds from his share of his father's estate, to buy stock in the Spokane Falls daily. It was not a large amount and he held onto his job with the *Tribune*. Either at this time or later H. H. Kohlsaet told him: "You show good judgment investing in a newspaper in a small town as thereby you'll lose less than you would if you invested in a Chicago newspaper." Another Chicagoan, Lee Agnew, also invested in *The Spokesman*, came West to keep its books and solicit advertising.

As these new stockholders came in, Horace Brown bowed out. J. Howard Watson took Brown's job as business manager and Charles B. Dillingham stepped into Watson's position of city editor.

Brown continued active as a newspaper publisher. In the latter part of 1890 he moved to western Washington to publish the *Fairhaven World*. In October, 1891, back in eastern Washington, he bought an interest in the *Colfax Gazette*. Returning to Spokane, he formed a partnership with W. T. Penrose in the publication of patent insides for country papers. In the summer of 1893 he started the *Newport, Idaho, News*, a weekly paper which, like the town it served, has disappeared.

Early in 1898 Brown and Penrose started still another paper, the *International*, at Wardner, British Columbia. This venture collapsing with the mining boom which inspired it, the plant was moved to Cranbrook and a new paper blossomed out as the *Herald*. At the *Herald* office one evening, looking back on his checkered newspaper career covering three eventful decades, Brown confided to the editor, H. M. Wentworth: "I am a damphool; for about forty years I have been pulling up stakes as rapidly as civilization overtakes me . . . and here I am publishing a paper in a country the population of which is composed chiefly of coyotes and Siwashes." After six months in Cranbrook, Brown returned to Spokane. In the spring of 1900 a boat in which he was rowing on the Kootenai River capsized. The wetting he received in this accident brought on an illness from which he died the following June 1.

The reorganization of May, 1890, resulted in few outward changes on *The Spokesman*. Most conspicuous was the dropping of advertisements from the front page, starting with the issue of June 11, 1890. The *Review*, however, continued to run four columns of advertising on its front page.

The town, now boasting twenty thousand population, was the mecca for miners from north Idaho and British Columbia. It was the playground for hundreds of timber workers when their season in the woods ended; the crews from the railroads and the river and lake steamers added to those seeking recreation.

Saloons, one for every twenty inhabitants, never closed their doors. Many large gambling establishments were in business twenty-four hours a day, with three relays of high-priced dealers at work. Any game of chance was popular—faro, roulette, dice, poker—with "the sky the limit." Little "cigar stores" standing on Sprague Avenue in the vicinity of the Northern Pacific depot were occupied by women who nightly importuned passers-by. The coroner was kept so busy that sometimes wooden boxes, with corpses in them, were placed on the Main Avenue sidewalk near his office, waiting for hours for official inspection.

Brawls and gunplay were frequently in the news and the rough, tough life of the raw frontier town even boiled over into the quiet

editorial rooms where the scholarly journalists from Chicago and points east were hard at work on the next day's *Spokesman*.

Ed Hutchinson, "sporting" editor, had been promoting a boxing match between two lightweights of the town, Patsy Mulligan and Jimmy Casey, a pioneer version of the milder "Golden Gloves" contests staged by newspapers of a later day as promotion stunts. Each of these fighters had posted one hundred dollars with J. Howard Watson as a forfeit in the glove contest, and at 11:00 o'clock July 19, 1890, they met in *The Spokesman's* city room to make terms for the match. Present also were Casey's trainer, Frank Cook, a big rawboned man with a fist as big as an elephant's ear; a man named Jack Smith, and others. Mulligan refused to fight Casey unless the latter would train below 120 pounds. It seemed likely there would not be a contest.

While they were talking, a notorious tough, "Crazy Bill" Lynn, entered the newspaper office. He had a low, sloping forehead, matted, unkempt hair, a scarred face, square chin, and a small pug nose.

Edging toward Mulligan, who was seated, Lynn asserted that if Mulligan wouldn't fight, he would, and to show he meant it, struck Mulligan in the face. The boxer sprang up from his chair and drew his revolver. Hutchinson caught him and he put his revolver up. Smith, in the meantime, had pulled Lynn away, but peace was not restored. Lynn called Mulligan a hard name. Mulligan struck over Smith's shoulder and hit Lynn, who instantly flashed a pistol. Smith and Hutchinson caught hold of Lynn and took him out of the city editor's room into the office of the managing editor. The sporting editor then ejected Lynn from the building onto Howard Street and told him to stay out.

"Crazy Bill" went down the street and up an alley, re-entering the building through a rear door used by the typesetters. Surreptitiously passing through the composing room, he came up to the door leading into the city editor's room and pushed it open. Smith, near the stove on the opposite side, saw Lynn and observed he had a pistol in his hand. Smith exclaimed: "Look out, boys!" and attempted to jump up. Instantly Lynn fired two shots at Smith, one of which passed through his right hand; the other shattered his kneecap.

Newspapermen, clerks, visitors, and all the functionaries of the place disappeared precipitately by the front door. Mulligan sprang from his chair but he had taken no more than two steps toward the street when Lynn turned his weapon on the retreating figure and pulled the trigger. Mulligan fell with a bullet in his body.

When Lynn saw Mulligan prostrate he turned and fled through the composing room and escaped by the door through which he had entered. Rolla Harbord, son of the chief of police, encountered Smith and Mulligan, aided by Hutchinson, on the way to a doctor. Learning what had happened, he borrowed Mulligan's revolver, pursued the fugitive, who was running up Riverside Avenue, and overtook him.

When commanded to stop, "Crazy Bill" pulled his pistol and turned around, but young Harbord had him covered and commanded him to put up his hands. Lynn did so.

"Higher—put 'em up straight!" yelled Harbord.

Lynn obeyed and the young officer, who was steadily advancing, quickly disarmed his prisoner.

*The Spokesman* illustrated the account of the fracas with line cuts of Smith and Mulligan, and a diagram of its editorial room in which the shooting occurred.

Rolla Harbord, who took "Crazy Bill" into custody, was a cousin of Major General J. G. Harbord, Chief of Staff of the American Expeditionary Force in France during the first World War, chief of the Port of Embarkation at New York, and former president of the Radio Corporation of America.

Another source of news and excitement was to be found in the variety theatres, a characteristic feature of the town by the falls—at first the Theatre Comique, and in time the London, the Louvre, People's, and Coeur d'Alene. The Comique was located on Main, around the corner and down the street a little way from *The Spokesman's* plant. In those days the Comique boasted the best band in the city and that was highly important in attracting business. Each evening, before the show started, the band gave an open-air concert in front of the theatre, playing popular tunes of the day such as

“After the Ball,” “Sidewalks of New York,” “Two Little Girls in Blue,” “A Bird in a Gilded Cage,” and “Maggie Murphy’s Home.” The theatre orchestra was made up of members of the band, Al Titus being the conductor of both.

Assuming you were a hard-rock miner just in from the Old Dominion mine, or a logger from the Idaho Panhandle, and were induced by the lively music to enter the theatre, you found a well-stocked bar on the left and a counter with an appetizing free lunch on the right. Presumably you bought a glass of beer at the bar as that purchase automatically gave you free entrance to the theatre proper.

Upstairs, on either side, were rows of boxes, little compartments entered by a door that could be locked, and each furnished with table, chairs, and electric call bell.

If you reached the upper floor and seemed to have money, you were at once approached by one or more of the women employed on the stage or in the house and affectionately coaxed to “come and sit down in a box.” These women were known as “box rustlers.” If you accepted one of them as an escort she would lead you to the compartment and the two of you would enter. As soon as you were well seated your “lady of the evening” would urge you to buy the drinks. Chances were she’d suggest a bottle of beer—rarely single drinks—and if you looked unusually prosperous your companion might suggest champagne as the only liquid that would quench her terrible thirst.

If you agreed, the call button was pushed, a waiter appeared, took the order, and returned later with the drinks. You then discovered a marked rise in the price of liquors. On the floor below beer was five cents a glass; here you were taxed one dollar a bottle. Other drinks were in proportion. If you showed an inclination to keep up the dissipation the girl remained, and other girls might drop in from time to time and bottle would follow bottle in rapid succession. When you stopped buying your feminine companions would quickly desert you in a search for new victims.

The performance on the stage usually opened with a short comedy in which a number of performers took part. Then followed specialty work. Females in short skirts appeared and warbled topical songs

or danced. Ballads of home and mother were great favorites with the frontier audiences and patriotic sentiments or references to "Old Glory" awoke thunderous applause.

Showman that he was, the fastidious, good-looking Charles B. Dillingham must have taken keen interest in theatres like the *Cosmique* although the performances on its stage were a far cry from the sophisticated pieces by John Galsworthy and Frederick Lonsdale that Dillingham produced many years later on Broadway. The most dramatic episodes in the Spokane Falls show-houses often occurred off stage rather than behind the footlights. Unfortunately, there were no by-lines then. One would like to know the name of the reporter who turned in the vividly written copy that follows:

WINE AND WOMEN  
PATRICK MURANE'S LOVE FOR BOTH

A Beer Slinger in a Variety  
Resort Becomes Indignant at  
His Proposals and Resents His  
Insults with a Beer Mug—  
Arrests Follow.

A tall young woman whose hair had an auburn shade sat in Judge Dunning's court yesterday afternoon. She was there as the ringleader of an illegal melodrama enacted in one of the curtain-screened boxes in a variety resort, the chief features of which are women dressed in scanty costumes which are a sort of compromise between the décollete enrobing of Eve and the costume of a Scotch highlander. She appeared to be about twenty-two years of age. Traces of previous beauty and refinement were on her countenance. Her eyes were dark, and contrasted peculiarly with her white face and light hair. One of her eyes was black—abnormally black, but not black by nature. It was a "black eye."

The girl was dressed in a neat fitting black suit trimmed with watered ribbon. At her throat she wore a bunch of pink lace deftly tied and fastened with a gold pin. The girl's name appeared upon the criminal docket as May Wrenly. The charge against her was that she had tried to bash in the skull of Patrick Murane with a beer glass. The scene of contention was in one of the private boxes in the theatre gallery. The first to testify was the complainant, a big raw-boned fellow with three scars on his face and a retracting forehead. On the night in question, according to his story, he was drinking in one of the boxes, when May Wrenly came in and seated herself on his lap. She induced him to go to the wine room holding out to him various promises. After they had indulged their bibulous desires he proposed that they continue their debauch privately. At that she became indignant and called a waiter. Witness stated that he went quietly back to a

box and seating himself directed his attention to the show. Without warning he was suddenly hit in the back. Before he could turn around he was overpowered by several men while May Wrenly, with a beer mug for a weapon, came down upon his head like the pounding of a pile driver. He was finally kicked down stairs and thrown out into the street, while the woman in short dresses followed like the goddess of retributive justice!

Testimony for the defense showed that the complaining witness was drunk that night, that he was noisy and trying to run the place.

The female defendant was sworn and related in detail that after she and Murane drank together he made improper proposals, grabbed her and took other liberties. She managed to break away and ring the electric bell for a waiter. Then her male companion crowded her into a corner, took her by the throat and attempted to outrage her.

"Is it not a fact," asked the prosecutor, Colonel Ridpath, "that women down there in the Comique go into boxes with men, sit on their laps and embrace them?"

The witness blushed and answered: "Well, ye-s; that is, some of them do."

"What girls there don't do it?" continued the Colonel.

"Me for one," returned the witness.

"How long have you been there?" asked the attorney.

"About a week," replied the woman.

"I'll leave you to finish the case, judge," said Ridpath, taking his hat and making for the door.

Justice Dunning turned to the witness and said that the place where she consorted with men was a standing invitation to drunken and jealous brawls. He thereupon fined both defendants \$50 and costs each.

The woman with the black eye left the courtroom on the arm of an admirer.

The prosecutor, Colonel William Ridpath, made a fortune in the sale of the Le Roi mine at Rossland, British Columbia, and built the Ridpath Hotel. He was a brother of John Clark Ridpath, the distinguished historian.

The type of entertainment offered at the Auditorium was of a higher grade than that at the variety resorts and its patronage came largely from a different segment of the population. A news story about an evening's performance at the Auditorium included the following description of the gathering audience:

Carriage after carriage rolled up to the door—everybody was in full dress. Swallow tails were de rigueur for the men.

Silks and satins were almost universal—the ladies generally wore opera

cloaks or lace shawls . . . there was an elaborate display of diamonds—there were one or two necklaces and brilliants worn in the hair by some of the ladies.

*The Spokesman* introduced a department of wit, homely philosophy, and light verse called “Slickens,” a feature that nowadays would be called a column. Samples:

How strange it is that a man whose office is on the sixth floor says to his friends “drop up and see me.”

The life of a vice-president of the United States is “out of sight.” Levi P. Morton.

The saloons on the south side did little business yesterday. The Democratic convention was held on the north side.

A correspondent asks if the inhabitants of Mars are supposed to be Marsupials.

Many Chicago people have gone to the equator to spend the summer.

Among the newcomers to Spokane Falls at this period was twenty-one-year-old Louis M. Davenport, who had decided to make his home in the town by the falls after considering several other locations. Born in Pawnee, Nebraska, on July 14, 1868, and educated in the schools of San Francisco, he came to Spokane Falls in the summer of 1889, saw the town’s business section go up in smoke that August, and watched a new city rising from the ashes of the old. On December 8, 1889—a day of “very inclement weather” according to the *Review*, he opened a small restaurant in a two-story tent in the midst of the burned-over district. Patrons of this flimsily constructed eating place, generally known as a “waffle foundry,” could look across the street to the south and see a substantial new brick building going up. This new structure was being erected by two local capitalists, John L. Wilson and F. Lewis Clark. It had been designed by Kirtland K. Cutter, a gifted architect who had attended the Art Students League in New York and picked up ideas in European travel. Cutter designed many of Spokane’s early-day homes and business blocks and, in 1894, won a medal and diploma for his design of the Idaho state building at the Chicago World’s Fair. The proprietor of the “waffle foundry” took a lease on the two-story building across the street from his first business venture. In light of



later developments, three tiny advertisements known as "readers," which ran in the *Review* on July 10, 1890, have historic significance since they announced the beginning of an enterprise which expanded into the widely acclaimed Davenport Hotel. One of the three notices read:

A Call Solicited

by L. M. Davenport, at the opening of his new restaurant, 207 West Sprague street, to-day about noon.

An article in the *Sunday Review* three days later gave details regarding the new establishment: the separate "departments" for the ladies and the gentlemen, the snowy linnen, the silver, and the call bells on each table. In future years L. M. Davenport was to attract attention by the novelty of his ideas; so it is interesting to note in this early business venture an example of his inventiveness: the spacious bay window of his new restaurant was decorated with a "novel miniature flour mill."

For fifteen months, Davenport confided in later years, the new eating place lost an average of one thousand dollars a month. When it became profitable, much of the money it made was expended in improvements and in enlarging the original building.

In a display advertisement inserted in *The Spokesman* for October 30, 1892, the enterprising restaurant proprietor, only twenty-four years old, reproduced one of his menus. The variety of foods available for those who dined at 207 West Sprague Street is suggested by the following examples, selected from among the ninety-three separate articles listed on the bill of fare: blue point oyster soup, mountain trout, young capon with egg sauce, saddle of fawn with current jelly, half blue grouse, broiled quail on toast, broiled teal duck on toast, braised noix of veal a la Anglaise, eastern tenderloin of beef larded with mushrooms, whole pheasant with bacon, saddle of frogs with tomato sauce, Los Angeles comb honey, fresh lobster salad, baked sweet potatoes, pies of all kinds, jelly turnovers, pistachio ice cream, peaches and cream.

The statement was made in the advertisement: "We churn our own butter fresh from pure cream every morning."

Many of the rebuilt stores, and other business houses besides Davenport's restaurant, placed advertising in *The Spokesman*. The Crescent, then at the corner of Post and Sprague, advertised a wide variety of merchandise in both the *Review* and *Spokesman*. Typical bargain: "Ladies Glove Grain Solid Leather Shoes, worth \$2.00 selling at \$1.25." L. L. Lang & Company advertised hacks, landaus, and gurneys; F. O. Berg & Co., tents. The Palace Department Store used space in the *Review*, in time patronized *The Spokesman* also. Other retail advertisers of the early nineties were John W. Graham & Co., the White House, Goldsmith & Co., W. J. Dunstan, I X L Clothing Co., Eaton Clothing & Shoe Co., and J. W. Wentworth.

National advertising was becoming noticeable, but the articles advertised by national manufacturers were still mainly patent medicines and beauty preparations. Advertised articles sold in grocery stores included Royal Baking Powder and Dr. Price's Cream Baking Powder, little else. Sapolio was advertised in the *Review*. There was no more than a hint of the elaborate campaigns of later years that would revolutionize the nation's way of life and change its thinking. However, copywriters were learning some of the tricks of the trade which are used today. The popular actress, Fanny Davenport, and the glamorous Lily Langtry both testified in print as to the value of "Rovertine" powder and "Wisdom's Violet Cream."

The city's name was changed from Spokane Falls to Spokane at an election held March 24, 1891. Mastheads of the city's dailies reflected the shortening of the name. The post office officially dropped the word "Falls" July 9, 1891. The *New York Tribune* referred to the changes in the following verse, reprinted by *The Spokesman*:

#### A SPOKANE MAN TALKS

"Most people don't know," quoth one from Spokane,  
 "That the name of our town rhymes exactly with man.  
 That in all the wide world, in towns big or small,  
 In growth in ten years, Spokane leads them all;  
 That it's simply Spokane—the 'Falls' don't avail,  
 That word has been dropped, like the pollywog's tail.  
 But the biggest mistake in the whole category,  
 Is to say that Spokane is in Wash. Territory."

In the summer of 1891, the owners of the *Review* were pushing their new plant and building to completion, strengthening the personnel of their eastern Washington property. At intervals Harvey Scott would come over from Portland to meet with the *Review's* staff and discuss news and events; he would tell reporters and editors how to write, what to read, and stress the importance of clarity and brevity.

Many papers were sold by newsboys. Benjamin H. Kizer, today a brilliant Spokane lawyer whose record of public service has won him a place in *Who's Who in America*, was a newsboy for the *Review* in the early nineties. He recalls running east on Riverside Avenue as a lad of thirteen, shouting, "Read all about the death of Charles Stewart Parnell!" For three years young Kizer had a corner at Riverside and Howard.

How newspaper editorial staffs were sometimes recruited in these early days is suggested by the journalistic career of Robert A. Glen, who started with the *Review* in June, 1891, and continued with the *Review* and its successor, *The Spokesman-Review*, for forty-five years. He belonged to that large group of early-day newspapermen who found ability to set type an open sesame to the editorial office. His father, a printer, had gone with his bride to the rugged mining camp of Copperopolis, Calaveras County, California, locale of the deathless tale, "The Celebrated Jumping Frog of Calaveras County," and knew its author, Mark Twain, and Bret Harte. In 1898 the elder Glen, also "Robert," bought an interest in the *Grant County News*, Canyon City, Oregon, which he sold five years later.

The son, Robert Glen, learned to set type as an apprentice in Reno, Nevada; worked as a printer on the *Tacoma News*; was in Sacramento and San Francisco shops and, for six months, in the state printing office at Salem, Oregon. In 1885, he found a berth as compositor on the *Oregonian*, remained there at the case for five years, and then was called to the front office to become assistant telegraph editor.

When Glen joined the *Review*, the editorial staff had moved into the first floor of the unfinished building and he was assigned a desk

in the southwest corner. He peered at copy through clouds of dust sifting down from upper floors where workmen were busy.

Years later, when the *Review* had been transformed into *The Spokesman-Review*, W. H. Cowles, publisher of the latter daily, found in Glen the type of newspaperman he liked above all others—one who put the news first. On one occasion in those later days a man who wanted a piece of news suppressed called to see Glen about it, and, as he stated his mission, placed a ten-dollar bill unobtrusively on the former typesetter's desk. Glen saw the bill, picked it up, and, handing it back to his caller, said: "You're in the wrong department. Please pay your subscription at the circulation department, seventh floor."

The sounds of carpenters' hammers and plumbers' wrenches raised the spirits of the *Review's* staff, spelling as they did the day ahead when editors and reporters would be housed in commodious new quarters. By contrast there was deep gloom that summer among the proprietors of *The Spokesman*. Financially they were scraping the bottom of the barrel. Paper bills had long gone unpaid. They owed money to their Washington correspondent. One of the most capable and likable members of the staff, Charles B. Dillingham, had quit and gone back to Chicago with some of his salary still due.

"What we need is more capital," Joseph French Johnson declared over and over. There was general agreement among the dispirited partners that he had hit the nail on the head. But where could they find it? The usually effervescent Watson was breaking under the strain. Men with money in Spokane Falls were feeling the pinch of the times. Mortgage companies were taking over many of the fine buildings built after the fire. The banks were not in a mood to loan money to a tottering enterprise.

Finally, it was decided that one of the partners should go back to Chicago and personally urge their fellow stockholder, W. H. Cowles, to come West and help save the failing newspaper from extinction. J. Howard Watson was chosen as the one to go.

## CHAPTER IV

### Behind a Career

*Ancestry of William H. Cowles—His Father, Alfred Cowles, Long Business Manager of the Chicago Tribune—His Uncle, Edwin Cowles, Noted Editor of the Cleveland Leader—He Receives Advice from Two Famous Editors, Horace White and Joseph Medill.*

WILLIAM HUTCHINSON COWLES\* was descended from John Cowles of Connecticut, who was born, according to various traditions, somewhere in the north of England, or possibly in Wales, round about 1598 to 1600.

It is presumed that John Cowles came from Gloucestershire, England, to America as early as 1634-35, and it may be that it was through the landing of the Pilgrims in 1620, during his early manhood, that he was inspired to seek adventure overseas.

In early New England records his name appears in various spellings, but in the record of a court held at Hartford in 1659, at which he was a juror, and again when he was appraiser of two estates in 1662-63, his named is spelled "Cowles." It is believed that as a farmer he changed his name to John Cowles to distinguish himself from John Cole, a carpenter who lived in the same community.

In 1640, when a plantation called Tunxis was being settled, John Cowles and family went there to live. Five years later the settlement was incorporated as the town of Farmington. While a resident of this community John Cowles served as constable, was "one of the pillars of the Congregational church," and was deputy for Farmington to the "General Court of Six Sessions."

Apparently, with a strong pioneer urge to subdue the wilderness, he joined with others in establishing another settlement in the vicinity of what is now Northampton, the site of Smith College, but

\*Pronounced kōlz.

which was then a wilderness infested by treacherous Indians. This colonization project resulted in the founding of the town of Hatfield.

In 1656 John Cowles and family moved from Farmington to Hartford, where he may have lived when first arriving in this country. Here he was elected surveyor of highways and served on two juries to judge persons charged with witchcraft. In Hartford, also, he was appraiser of two estates, the inventory of each being "signed by mark." However, inability to write was not unusual in those days, even for a prominent citizen like John Cowles.

In 1664 John Cowles moved with his family to Hatfield, the town he helped found a decade before. Records reveal that he held responsible positions here, as he had in the other communities in which he lived. He died in Hatfield in September, 1675.

John Cowles and his wife Hannah had seven children, including two sons—Samuel, born in 1639, and John, in 1641 or 1642. W. H. Cowles, who started his Spokane newspaper work in 1891, was descended from Samuel. Gardner Cowles, who started in the newspaper business in Des Moines in 1903 and who left two sons, John and Gardner, Jr., to carry it on, was descended from Samuel's younger brother. W. H. Cowles and Gardner Cowles were sixth cousins.

Among other descendants of John Cowles of Connecticut were three governors of Connecticut: William Pitkin, John Treadwell, and Simeon E. Baldwin; Horatio Seymour, governor of New York and presidential candidate; Henry Hubbard, governor of New Hampshire; Gideon Welles, Secretary of the Navy in President Lincoln's cabinet; another Horatio Seymour, United States senator from Vermont; and Origen Storrs Seymour, chief justice of Connecticut.

Fifth in the line from John Cowles was Giles Hooker Cowles, D.D., who left Connecticut with his wife and eight children in May, 1811, to establish a home in the new state of Ohio. Oldest of the children was Edwin Weed Cowles.

When his father and mother, with his four brothers and three sisters, packed themselves and their belongings into a wagon and hack

for their four-weeks overland journey, Edwin was seventeen years of age. Responsibilities thrust upon him during the journey and the ruggedness of life in a pioneer settlement grounded him in the fearlessness and resoluteness of character that marked his personality through life. Receiving his medical degree, Dr. Cowles practiced in Austinburg and Mantua, Ohio, and Ann Arbor and Detroit, Michigan, before settling in Cleveland to live the rest of his life.

During Dr. Cowles's first years of practice in Cleveland an epidemic of Asiatic cholera reached that city from Canada, to which it had been brought by Irish immigrants packed in the holds of the sailing ships. One of the most terrifying scourges known to mankind, this disease strikes suddenly, its onset being accompanied by diarrhea and vomiting which become violent. Victims of cholera suffer chills, thirst, agonizing pain. The patient's body seems to shrivel from loss of moisture, turns a bluish tint. Even when the disease is mild, half of the patients may die; if severe, nine out of ten. Death may come in a few days or even in a few hours.

In a frenzy of hysterical fear most of the populace of Cleveland stampeded to the surrounding country. Those who were obliged to remain lived in terror. Dr. Cowles stood firmly at his post administering to the stricken ones, devoting his nights as well as days to the alleviation of their sufferings. Learning that the crew and passengers of a steamboat docked at Cleveland were helpless victims of the plague, Dr. Cowles boarded the ship and there remained until he had done all in his power to relieve the sick and dying.

With love of justice as a dominant trait, Dr. Cowles became a vigorous crusader against slavery and by word and act helped arouse abolitionist sentiment in his community. Those were the days of the Underground Railroad, the system by which fugitive slaves who had managed to get into free territory were passed from one protector to another until they were safe from pursuit in Canada. The "stations" were the homes of Northern abolitionists in which the fugitives were given food, shelter, and protection. The "conductors" were those who guided the "passengers" from one safe station to another, usually at night. Ohio was crossed by many of these secret lines running from the Ohio River to Lake Erie. For a time Dr. Cowles was super-

intendent of the Underground Railroad in his vicinity and many a fugitive owed his freedom to the doctor.

Dr. and Mrs. Cowles had six children: five sons and one daughter. Of the sons, two gained eminence in the field of journalism: Edwin Cowles, born September 19, 1825, in Austinburg, Ohio, and Alfred Cowles, born May 13, 1832, in Mantua, Ohio.

Both Edwin and Alfred learned the printer's trade. Edwin was apprenticed at the age of fourteen, serving most of his time with the *Cleveland Herald*. At the age of nineteen he was in the printing business on his own and this led to part ownership in a newspaper, the *Ohio American*, and later to a partnership with Joseph Medill and John C. Vaughan in the publication of the *Cleveland Leader*, successor to various Whig, Free-Soil, and antislavery newspapers. The firm's bookkeeper was Alfred Cowles, who had recently completed a partial course at the University of Michigan. His brother, Edwin, wrote of him, to another member of the family: "Alfred is earning \$12 a week and spending every dollar of it." During his two years on the *Leader*, Alfred picked up the printer's trade and, what was of even greater importance for his future, won the confidence and warm friendship of Joseph Medill.

The *Leader* took a vigorous stand against slavery and, to implement the movement, Medill urged the formation of the Republican party. Horace Greeley gave his approval to the movement with the words: "Go ahead with your proposed Republican party and God bless you."

In March, 1854, Medill called a secret meeting of active anti-slavery men to be held in the office of the *Cleveland Leader*. Among the twenty who attended was Edwin Cowles. According to an interview which Medill gave in 1899 the platform adopted at this meeting stated, "No more slave states; no more slave territory; resistance to pro-slavery aggression; slavery is sectional, liberty is national."\* Medill is credited with having proposed the name adopted for the new party: Republican.

It became evident that there were too many partners on the *Leader* for a town the size of Cleveland—its population only 17,034

\*Philip Kinsley, *The Chicago Tribune; Its First Hundred Years*, Vol. I, 1847-1865 (New York, 1943), p. 38.



in 1850—and in January, 1855, Edwin Cowles bought the interests of Joseph Medill and John C. Vaughan, thus becoming sole proprietor of the *Leader*. Suggesting the comment that “It’s a small world” is the fact that the following year (1856) a young man by the name of H. T. Cowley learned the printer’s trade in the *Cleveland Leader’s* typesetting room, using that knowledge twenty-seven years later as publisher of the weekly *Chronicle* in Spokane Falls, Washington Territory.

Of Edwin Cowles, Archer Shaw, in the history of the *Cleveland Plain Dealer*, wrote, “All in all, he was probably the most versatile and successful editor Northern Ohio has produced.” In 1861 Lincoln appointed Edwin Cowles postmaster of Cleveland.

In 1932, forty-two years after his death, Edwin Cowles was elected to the Ohio Journalism Hall of Fame. In an address on this occasion Elbert H. Baker, a long-time associate who became publisher of the *Cleveland Plain Dealer*, said of him: “His outstanding views on public questions and the boldness and vigor of his utterances, together with his progressive views on state and local questions, soon made the *Leader* one of the most powerful and helpful newspapers of the Middle West.”

Edwin Cowles’s success was attained in spite of a physical handicap. Owing to a peculiar type of deafness, any sound of “s” was lost to him. His deafness was reflected in his speech, which gave the hearer the impression he had no palate. With an elocutionist’s help he partially overcame the defect.

In his later years Edwin Cowles aided his sons, Eugene and Alfred, in developing an electric furnace for smelting aluminum and for fusing carbon and silicon to produce the abrasive carborundum. Their work was the basis for the aluminum, carborundum, calcium carbide, and acetylene industries.

Having sold out their interest in the *Cleveland Leader*, the former partners, Medill and Vaughan, sought a new venture in the newspaper field. Going to Chicago, they bought an interest in the *Tribune*, then in a shaky financial condition, from Timothy Wright and General J. D. Webster. Alfred Cowles joined them as chief clerk. During the same year of 1855 he inherited some money and bought

a block of *Tribune* stock which Medill had not been able to purchase. Three years later he was made secretary and treasurer of the *Tribune*, with entire charge of the counting room. He held that position throughout the rest of his life.

It is not unlikely that one of the early items Alfred Cowles entered on his books was a four-dollar subscription left at the office by a rising Springfield attorney by the name of Abraham Lincoln. While visiting Chicago one day in the spring of 1855, Lincoln had dropped in at the paper's editorial department, then occupying one room, and introduced himself to Joseph Medill. After paying his subscription and taking a receipt, he lingered to talk politics. That began a friendship between Lincoln and the *Tribune* editor which lasted during the remaining ten years of Lincoln's life. More than once, Lincoln conferred with Medill in the *Tribune* office.

At the Illinois State Republican Convention in June, 1858, Lincoln was nominated for the United States Senate. On this occasion he made his famous "House Divided" speech. The *Tribune* printed the speech in full and also the famous debates between Lincoln and Stephen A. Douglas in the campaign which followed. To cover these debates, Horace White, then a *Tribune* reporter, traveled thousands of miles with Lincoln and they became close friends.

Although Abraham Lincoln lost the Illinois senatorship, the dramatic debates added greatly to his national stature. At first favoring Salmon P. Chase as Republican candidate for the Presidency, the *Chicago Tribune* switched its support to Abraham Lincoln. As a delegate to the Republican convention, Medill influenced the change of votes which started the landslide for the Rail Splitter. The *Tribune* supported Lincoln vigorously in the campaign and after Fort Sumter backed him up strongly by advocating active prosecution of the war.

At the close of the war, Horace White, who had been the *Tribune's* Washington correspondent during the conflict, became editor in chief of the *Tribune*, and, with Alfred Cowles, controlled the paper for the next eight years.

In January, 1860, Alfred Cowles married Sarah Hutchinson, of Cayuga, New York. Three children were born of this union: Sarah

Frances, in Chicago, July 27, 1862; Alfred, Jr., in Chicago, January 5, 1865; and William Hutchinson, in Evanston, Illinois, August 14, 1866.

Possessed of a good voice, Alfred Cowles knew the popular songs and liked to sing them. One of his favorites was "Grasshopper Sittin' on a Sweet Potato Vine." A member of Chicago's Calumet Club, he enjoyed occasional evenings there with a group of intimate friends, but he was opposed to any use of alcoholic drinks.

He had a fund of entertaining stories to which his children would listen entranced. One which sent shivers up and down their spines was of the time, in 1871, after the Chicago fire, when the fire-gutted walls along the streets afforded hide-outs for holdup men and other vicious characters who would leap out at passers-by and strike them down. As he walked home in the small hours of the morning, after putting the paper to bed, the *Tribune's* business manager would carry a half brick in each hand so as to be ready to defend himself from such attacks.

We can feel sure that Alfred Cowles's repertoire included some stories about the children's physician-grandfather: how he stuck at his post during the great cholera epidemic and how he helped the fleeing slaves to escape. Also, one cannot doubt, stories like that left an impression on the minds and hearts of his children-listeners for the rest of their lives.

A vivid glimpse of Alfred Cowles as a businessman was given by George P. Rowell in his book, *Forty Years An Advertising Agent*. His sketch takes on importance from Rowell's place in advertising. An authoritative appraisal of this place is given by Earnest Elmo Calkins in the following statement: "The cornerstone of modern advertising was laid by George Presbury Rowell—who may fairly be described as inventor of the modern advertising agency."\* In his book, Rowell wrote:

Two papers in Chicago were of prime importance, the *Tribune* and the *Times*. The *Tribune* was just coining money, and had a handsome new building not less than three stories high. The manager, and part owner of the paper, was a Mr. Cowles, a handsome, agreeable man with a crisp man-

\**Printers' Ink*, September 19, 1947, p. 41.

ner, who did not seem to have any undue enthusiasm about welcoming or recognizing a new advertising agent. "Whom does the agent represent?" asked Mr. Cowles. I thought it a conundrum, and not being able to guess it, declined to speak for others, but for myself would venture to say that I, as an agent represented myself. That seemed to be a new idea to Mr. Cowles, but, on reflection, he admitted that such might be the case with some of the others. . . . What Mr. Cowles had in mind when he propounded his conundrum was that the agent purported to represent the newspaper, the newspaper paid him, but that in practice the agent represented the advertiser and worked for his interests all the time. The proposition was new to me. I had not carried my consideration of the question so far.

In 1874 there was another change in the *Chicago Tribune's* editorship: Horace White withdrew from that position and he and Alfred Cowles sold enough stock to Joseph Medill, then in Europe, to enable the latter to control the paper. Medill returned from his trip abroad to take over the editorial direction of the *Tribune*. His friendship with his partner, Alfred Cowles, continued unabated, and one may be sure that the *Tribune's* editor in chief was kept well posted about the family of the firm's treasurer whose children now ranged in age from eight to twelve years.

In 1875 and 1876 the youngest member of this family, William Cowles, studied with tutors and attended a French boarding school for a year. In 1877, back in Chicago, at eleven years of age, while attempting to climb the side ladder on a freight car of a moving train, he fell under the wheels and lost his left leg below the knee. Aided by an artificial leg he was later able to skate and ride a high bicycle or a horse. During the next few years he made a large collection of colored business cards—widely popular in those days—remarkable for their variety and for the taste and discrimination evident in their selection.

The great-grandfather, Giles Hooker Cowles, had received his M.A. degree from Yale College in 1789 and the two Cowles boys were prepared for Yale, William at the Harvard School for Boys, Chicago (where his future partner, Joseph French Johnson, had taught), and with tutors at the old Chicago University, Cottage Grove Avenue and Thirty-third Street. He entered Yale in 1883. In his Junior year he lived in Old South, in a bedroom eight by ten feet.

In heavy storms the snow blew through cracks around the windows and covered his bed. Competing for and winning a place on the *Yale Daily News* board, he was elected chairman of that board and directed the *News* through his Senior year. Apportioning the daily work among members of the board to their satisfaction proved a valuable experience. If the *News* made money, the editors divided the profits among themselves. Chairman Cowles and his editorial associates each made about three hundred dollars in the year they ran the *News*. One of the duties of the chairman was to preside over meetings of the undergraduate body. W. H. Cowles regarded this as an unpleasant duty.

W. H. Cowles received his B.A. degree from Yale in 1887 and his LL.B. degree two years later. After being admitted to the Connecticut bar he returned to Chicago to live. There he revealed a high sense of civic responsibility and, so far as his strength permitted, he participated in municipal reform movements which helped overturn gang rule by the Chicago city council.

Deciding on journalism rather than the law as his life work, young Cowles secured a position on the editorial staff of the *Chicago Tribune*. There was no difficulty landing the job, of course, considering his father's relationship with the paper, but that he was treated like any other apprentice reporter is indicated by the fact that for six weeks he received no pay and then drew down ten dollars a week. His position was that of police reporter. Among his associates were the brilliant and widely traveled financial editor, Joseph French Johnson; the political-minded reporter, J. Howard Watson; and Homer J. Carr, marine editor, previously introduced in this narrative.

The new police reporter's duties seemingly included interviews. One of these led to his getting a stern though friendly lecture in letter form from the Cowleses' family friend and his father's former associate, Horace White. While reporting the Lincoln-Douglas debates Horace White had formed a warm friendship with Henry Villard, also covering these debates for another newspaper. Later White was associated with Villard in some of the latter's railroad enterprises and in 1883 Villard put him in charge of the financial and eco-

conomic policies of the *New York Evening Post* and the *Nation*, which he had purchased two years before. The nature of the article in the *Tribune* (not available) which prompted Horace White to write W. H. Cowles is suggested by the letter that resulted from its publication. "Alfred," referred to in the letter, was W. H.'s older brother. White's letter, written in longhand and addressed to "Will H. Cowles, Esq., Tribune Office, Chicago, Ill.," follows:

New York, Jan. 6, 1891  
Fifty-one East Fifty-fifth Street

DEAR WILL:

Your letter of the 30th ult. is received. Upon your version of the interview with Mr. Villard I think you were not justified in writing the matter of which I spoke to Alfred when he was here although, I confess, I have not seen the article and only know its contents by hearsay. Now I will give you my reasons for thinking as I do.

In the first place a gentleman traveling on his private business, not holding any public office and not seeking any, is under no obligation to submit to an interview for publication in a newspaper. If he declines to do so he cannot justly be made a subject of criticism or ridicule or complaint. To subject him to the same is an abuse of journalism, which, I regret to say, is much too frequent. The mildest characterization of it is to say that [it] is ungentlemanly.

It appears from your account that Mr. Villard did not refuse to be interviewed but only to be interviewed in a particular way; that he said if Mr. Patterson would write down what he wanted to interrogate him about and send a shorthand reporter he would answer his questions. Now if I had been at the head of the office, as I was formerly, I should have considered that a fortunate answer for the paper, provided that Mr. Villard's information were really desirable and interesting to the public. I say that I should have considered the answer fortunate because it was a promise that the information would be accurate, well considered and detailed, instead of hasty, choppy and perhaps misunderstood. Bear in mind that in every such case the person interviewed confers a favor and an obligation on the newspaper; else the interview would not be sought.

Now as to the "personal equation." I will not pretend to have any opinion whether Mr. Villard's treatment of you was civil or not, although I never knew him to treat anybody uncivilly in all my acquaintance with him extending over a period of nearly thirty years. As a young journalist you ought to learn, and have it fixed indelibly in your mind, that you have no right to make a newspaper the vehicle of your private likes and dislikes. Of course when public men and public measures are brought under review an editor's likes and dislikes will get mixed up with his party leanings and his views of public policy. This is inevitable and may be unobjec-

tionable but the editor should always be on his guard not to allow his partisanship to get the better of him in his dealings with individuals. Very different is the case when private persons are concerned. If I am an editor and I take a dislike to somebody I have no more right to fling a paragraph at him than to fling a brick at him and more especially since he can not fling one back. A newspaper is a public trust. I do not here assume that you allowed your private feeling to influence you, for of that I cannot know anything. I only say that if you did, the feeling was unprofessional and should be guarded against hereafter in similar cases. Nor do I assume that you are to blame in following any orders of the city editor. But since you say that your father would have approved of what was done I suppose that you approve of it, just as though the city editor had not given any orders at all. Your father certainly would not have approved of it at the time when he and I controlled the paper, if we had talked the matter over together, for he always agreed with me that newspapermen's rights are no greater than other men's rights, although their responsibilities are generally greater.

Ever affectionately,

Your friend,

HORACE WHITE

Will H. Cowles, Esq.  
Tribune Office  
Chicago,  
Ill.

In writing this letter, Horace White was, of course, well aware that the young man who would read it was definitely committed to a newspaper career, and hoped that what he said would be taken to heart and accepted as a credo. It was a case of a veteran journalist expounding the philosophy of his craft for the benefit of a promising aspirant in the same line of work. That W. H. Cowles kept the letter is evidence that he valued its contents.

Later that same year, at his own solicitation, W. H. Cowles received advice from the editor who had succeeded Horace White on the *Chicago Tribune*, advice of a different sort but also having to do with journalistic standards.

Jubilantly, J. Howard Watson returned to Spokane from his Chicago trip with the good news for his associates that W. H. Cowles was going to join them in their newspaper enterprise. Doubtless the persuasive Watson had advanced some convincing reasons for his doing so but, in addition, W. H. Cowles had motives of his own for taking the step. For one thing he had his investment to protect. For

another, his health, which was none too robust, might well benefit from a change of climate. Home ties had been broken by the death of his parents. His brother Alfred had married the previous November. And doubtless, too, he felt the ancestral urge to try the hazard of new fortunes on a new frontier.

Having reached this decision, it was characteristic of W. H. Cowles to seek advice from a person well equipped to give it—in this case Joseph Medill.

One can sense the veteran editor's feelings on this occasion. He knew a great deal about the young journalist who had come to him for guidance, had seen him rise superior to personal disaster as a boy, had known of his journalistic record at Yale, had watched and guided his work as a reporter.

Few men in his lifetime had meant as much to Joseph Medill as had this young man's father and uncle, and during those early newspaper days in Cleveland he'd known his resolute old grandfather, too.

One can be sure that these factors were present in the mind of Joseph Medill when the son of his great friend, Alfred Cowles, asked him what he should do to make the *Spokane Falls Spokesman* a success. After all, the venture was one to enlist the *Tribune* editor's heartfelt interest; for hadn't he as a young man moved to a frontier town to get behind a failing newspaper? There was every reason why Joseph Medill should advise his young friend, Will Cowles, in a way that would prove truly helpful. But Medill was a man who knew the use of words—he was a coiner of apt phrases. What to do to make your paper a success? Medill headlined all he must have thought and felt—his love, his admiration, his faith and a Godspeed—in the trenchant command: "Publish the news!"

That advice was never forgotten by the young journalist to whom it was given. It profoundly influenced W. H. Cowles as a newspaper publisher throughout his career. Three years were to elapse, however, before he would be in a position to act without restraint on the great editor's stirring admonition.



## CHAPTER V

### New Name at Masthead

*As Spokane Suffers Setback, Review Building Is Opened with Fanfare on October 24, 1891—Review's Feud with Spokesman Gets Hotter—Both Lose Heavily and Finally Merge February 20, 1893—Sixteen Months Later, in the Midst of Depression, W. H. Cowles Gains Control and Starts The Spokesman-Review June 29, 1894.*

W. H. COWLES arrived in Spokane in July, 1891, the same month that the local post office officially dropped the word "Falls" from the city's name. The Polk city directory tells us that he boarded with the Joseph French Johnsons in their home on Post Street north of the river. His title was business manager, but that he participated in the editorial counsels is shown by efforts he made to improve *The Spokesman's* news service. Through his friend, Horace White, he endeavored to get telegraphic dispatches of the *Sun* and *Tribune* in New York, after those papers cut loose from The Associated Press, but found this service was not available in the Far West. He tried to get the United Press service but the Spokane franchise already had been sold.

Spokane had stepped ahead in a gay-nineties tempo and the city looked smart and up-to-date, with hundreds of new buildings erected since the fire and with two dozen blocks six stories high, which had cost around two million dollars to build. However, the influx of population had not kept pace with the building and there were many vacant offices and stores. As a result, opportunities for the sale of advertising were strictly limited.

Driving hard for circulation, *The Spokesman* made liberal use of publicity of a kind that nowadays would be called "promotion." Interest in the Sunday issues was stimulated with advance ballyhoo, foreshadowing that widely used by newspapers today. For example:

"The singers in Spokane's churches will find what people think of their voices and their harmony. A special article on the subject will be in the SUNDAY SPOKESMAN."

Readers were offered a standard dictionary as a premium. Display space featured offers like: "To catch fish, boys, secure a split bamboo rod, a quadrupling reel, an oil-silk 75-foot line, a 6-foot leader and a dozen flies. You get 24 new subscriptions for one month and THE SPOKESMAN gives you this complete outfit." Another circulation builder was a voting contest in which coupons decided which popular local preacher would get a free trip to the World's Fair in Chicago. Relations with carriers were strengthened by a newspaper-boy picnic at a near-by lake, complete even to the three-legged race, popular on similar occasions today.

But *The Spokesman* had no ballyhoo which could quite match the favorable impression made by the activity of carpenters and bricklayers at the site of the *Review's* new plant going up at Monroe and Riverside.

The *Review* opened its new building and show place with impressive ceremonies on Saturday evening, October 24, 1891. While the Auditorium orchestra played lively airs on the sidewalk outside the building in variety-theatre style, eight thousand people streamed through the new structure. That one of the throng was Alfred Cowles, of Chicago, elder brother of William H. Cowles, can be deduced from the fact that he had registered at the Hotel Spokane that same day, a bit of news duly recorded in *The Spokesman*. A practicing attorney, Alfred Cowles was one of the three executors and trustees named in the will of his father. The others were Lewis L. Coburn and Edson Keith. Since the estate would be held in trust for a number of years, requests of W. H. Cowles for advances against his share in the estate were being passed upon by these men.

Guests at the building's opening rode in the elevator, inspected the printing equipment, visited the "cyrie" of the editorial workers and viewed the brilliantly lighted city from the windows of the tower. There were addresses by Mayor Cannon, Patrick Henry Winston, Willis Sweet, and nine other orators, a program described by the *Review* as "A delightful rosary of happy thoughts." Next day

(Sunday) the *Review* issued a twenty-four-page special edition describing the new building, outside and in, with infinite detail.

The owners of the *Review* had gone to great lengths to make their new home the most conspicuous structure in Spokane. Built on a lot 68 feet wide by 148 feet long, the building was 165 feet high, having seven stories plus a tower with peaked roof. *The Spokesman* coined the phrase "Tall Tower" to designate the place where important newspaper policies were formulated and in time this expression was widely adopted.

"Majestic" and "imposing" were the adjectives the *Review* used to describe the new building. Of French Renaissance architecture, its exterior was of bright red pressed brick and gray Montana granite. The front was curved to conform to the curve of the street.

In the interior construction lavish use was made of white Italian marble, yellow Siena and red Swanton marble, art glass, cherry wood, imported English tile, bronze hardware, and other expensive materials.

The first successful typesetting machine had been produced only the year before and typesetting on the *Review* was still done by hand. In other respects the composing room on the sixth floor compared favorably with those in the plants of big city journals. The floor was set with artificial stone. Stereotyping had revolutionized newspaper printing in the United States and the *Review* had up-to-date equipment in this line in a room next to the composing room. As today, an impression of the flat type form was made on papier-mâché and this was used in turn in making a stereotype plate, circular in shape, to fit the revolving cylinders of the press in the basement. The newsprint was fed into the mechanism from rolls but before the paper could be printed it had to be dampened by a special water-spraying apparatus.

The new building and plant were in sharp contrast to the other plants in which the *Review* had been printed: the little country print shop in Cheney, the shell of an abandoned schoolhouse, the cramped space over the Pantheon saloon, the interior of an abandoned church. Progress recorded in the printing equipment of the *Review* had telescoped into less than a decade many of the most

startling advances made by American newspapers in a period of 186 years, that is, from the first newspaper, *Publick Occurrences*, in 1690, to the roll-fed rotary press, with folders added, in 1876.

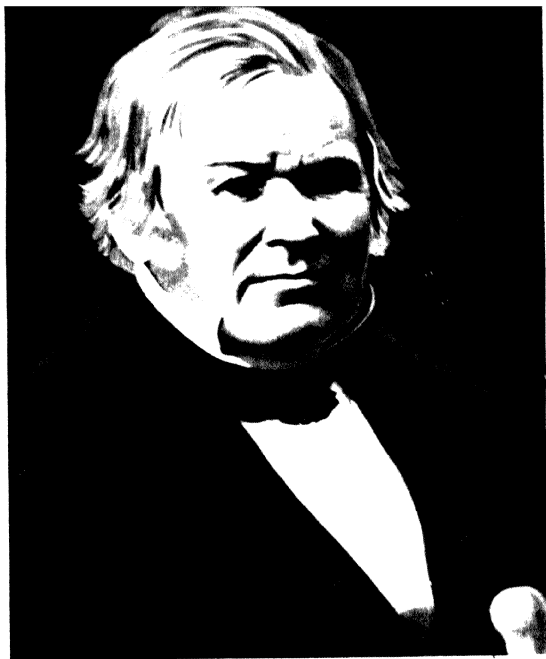
There had been corresponding increases in the *Review's* personnel. When the Portland newspapermen took charge only eleven names were on the pay roll. In a little over two years the list had grown to 112.

Touching on newspaper policies, an editorial in the special October 25 issue stated: "The Review will continue to be the popular forum. It will always reserve a column where the people may speak their sentiments without cost and its pages will ever be open to the use of such persons and principles as duty may require it to censure and oppose." According to Elmer Davis, in his *History of The New York Times*, such a policy was a novelty in the nineties. Although ownership of the paper changed, the "Forum" continued as a regular feature down the years.

Within a year *The Spokesman* also moved into new quarters, though they were much less imposing than the plant of its rival. The new home was three blocks to the south of the first site, in the Hazel (now Merton) Block, built after the fire on the northeast corner of Howard and Sprague. The change in address was announced in *The Spokesman* for June 2, 1892. Mechanically *The Spokesman* was far behind the *Review*. Horace O. Brown recalls that *The Spokesman* was printed on a flatbed, two-revolution Cottrell press. The printed papers were not folded mechanically. That chore was done by the newspaper boys who delivered them.

The rival morning newspapers watched each other closely. Storey Buck, veteran Spokane newspaperman, recalls that there was an unwritten agreement to print only six issues weekly, omitting the Monday issue. Then one Sunday evening a member of *The Spokesman's* staff chanced to see lights in the Review Building and suspected an edition was being prepared, contrary to the mutual understanding.

After confirming his hunch, he spread the alarm in Paul Revere fashion and soon copywriters and compositors were working feverishly in the Hazel Block establishment. Thus, on October 3, 1892, both *Review* and *Spokesman* became seven-day papers. The *Review* crowed, "Good Morning! How is this for a surprise party?"



DR. EDWIN WEED COWLES



EDWIN COWLES



ALFRED COWLES I



ALFRED COWLES II

FOUR MEN WHO INFLUENCED THE LIFE AND CAREER OF WILLIAM H.  
COWLES, SR.

His crusading grandfather (upper left); his brilliant journalist uncle, one of the founders of the Republican party (upper right); his father, whose keen business judgment helped put the *Chicago Tribune* in a position to withstand many adverse conditions, much rugged competition (lower left); and his brother, whose wise counsel and friendly guidance helped him greatly in critical years (lower right).



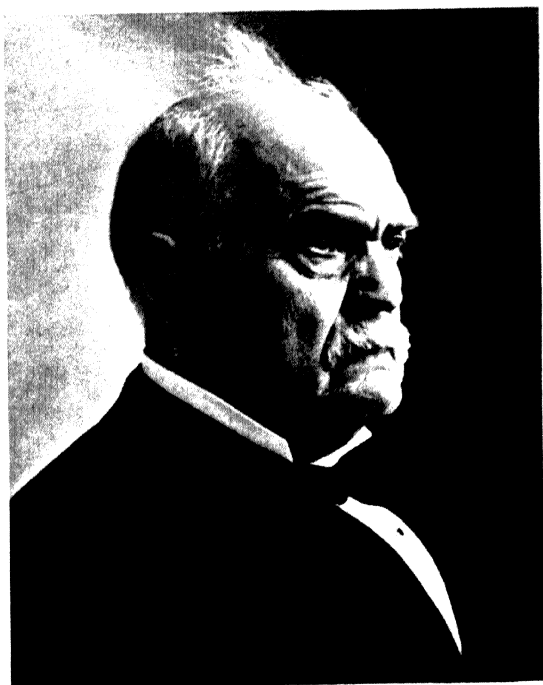
WILLIAM H. COWLES AT THE AGE OF THREE

The future publisher of Spokane's morning newspaper was born in Evanston, Illinois, a suburban community fifteen miles north of the Chicago Loop, in 1866. At the time this picture was taken, in 1869, the boy's father, Alfred Cowles, had been secretary and treasurer of the *Chicago Tribune* for eleven years and was in complete charge of the counting room.



YALE DAILY NEWS BOARD IN 1887.  
WILLIAM H. COWLES, CHAIRMAN.

Standing, left to right: William B. Kendall, Brooklyn, New York; Leonard A. Jenkins, Dresden, Saxony; William P. Ordway, Boston, Massachusetts. Seated, left to right, Robert Maxwell, Rockville, Connecticut; William L. Thacher, New Haven, Connecticut; William H. Cowles (chairman and managing editor), Chicago, Illinois; Henry B. Ketcham, Dover Plains, New York; John H. Kirkham (financial manager), Newington, Connecticut.



HARVEY W. SCOTT



HENRY L. PITTOCK



WILLIAM H. COWLES



ANTHONY M. CANNON

#### WILLIAM H. COWLES AND HIS PARTNERS

These four men each owned a quarter interest in Spokane's morning *Review* during the sixteen months from February 23, 1893, to June 28, 1894. The three partners of William H. Cowles were all well along in their fifties. All three of them were products of the raw, rough-and-tumble frontier while he came from a cultured Middle Western home and had two degrees from Yale. His picture, above, was taken at the time of his marriage in 1896.



Neither paper could afford the added expense of the extra issue. And perhaps, because of the mounting losses, an acrimonious note was evident in the comments of the morning dailies about each other.

The *Review* told its readers, "If you don't take the Squaksman you don't get bogus news"—and showed by the deadly parallel how *The Spokesman* had rewritten a week-old state circular and then presented the rehashed matter under an Olympia date line as a telegraphic dispatch.

"Still another bit of 'journalistic enterprise,'" declared the *Review*, "was the action of the bogus paper in listing among its star items the announcement that 'cholera breaks out in Russia.' Indeed it did, but that ceased to be news months and months ago."

In issue after issue the *Review* printed lists of its news beats and, in a parallel column, credited *The Spokesman* with only one or two indifferent stories. *The Spokesman* also used the deadly parallel, playing up its own scoops as contrasted to the *Review's* failure to cover certain events. *The Spokesman's* editors displayed ingenuity in thinking up names for the competing morning paper. Among them were: "The Spokane Oregonian," "Portland Annex," "Portland Breeze," "Portland's Spokane Offshoot," "Oregon Oracle," "Morning Alien," and "Willamette Echo."

According to *The Spokesman*, prior to its own entry into the field, the *Review* was "as devoid of news as a turkey leg after Christmas." It charged further that the *Review* "copied *The Spokesman's* method of appointing correspondents and paying them for their services; it copied *The Spokesman's* method of getting city hall news before it was made public by the council, and in a hundred ways it has attested that it was thankful for an opportunity to copy a newspaper's methods of securing the news."

By contrast with its live coverage of local happenings, *The Spokesman* was unquestionably weak in the field of national and world news. The service it received from the California Associated Press fell far short of matching the *Review's* regular Associated Press service, supplemented by the *Oregonian's* news-gathering facilities built up during the past three decades.

Rivalry between the two morning dailies hardened into bitter hostility that, with some of the participants, rankled like the hatreds bred by war long after the fight was over. Spokane was, in fact, observing bitter warfare between two well-financed factions, opponents with startlingly different backgrounds. On the *Review's* side were men who had been mauled and shaped by the hardships and dangers of the raw frontier; on *The Spokesman's*, brilliant graduates of Harvard and Yale! The *Review* asserted: "The person who imagines that the *Review* can be supplanted by any competition which anybody can maintain in Spokane, knows little about the newspaper business of the Pacific Northwest."

Despite such boasts however, it was becoming increasingly clear that the city could not support two morning newspapers like the *Review* and *Spokesman*. According to statements printed after the fight was over, during their last two years as competitors the two papers sank over \$200,000 between them, not counting investments in real estate, buildings, presses, and machinery. In January, 1893, the expenses of the two papers together exceeded the receipts by nearly \$10,000.

As managing editor of the *Review*, N. W. Durham had been in the thick of the battle from the first and had thrown his share of verbal missiles. But, finally, he reached the conclusion that both sides were losing and that there was no prospect of victory for either. So he decided to do something about a bad situation. Phoning W. H. Cowles at *The Spokesman's* office, he asked if he might see him and was told to come up.

As he strode the five blocks which separated the Review Building from the Hazel Block, *The Spokesman's* headquarters, the *Review's* managing editor might not have been too absorbed to note the passing throng: cowboys, miners, lumberjacks, Indians, frock-coated businessmen, women with leg-of-mutton sleeves, bustles, skirts trailing the ground—but with their attire artfully designed to make the most of attractive "busts" and shapely backs and to give "forbidden" glimpses of well-turned ankles in illogically colorful hose.

Arriving at his destination, Durham outlined to W. H. Cowles his reasons for thinking Spokane's morning newspapers should be con-

solidated. W. H. Cowles agreed that what he said made sense. As a matter of fact he himself had been pondering the very same idea for some time. His situation with *The Spokesman* was unsatisfactory, for while he did not own all the stock he "had to put up for everybody else," as his brother Alfred expressed it later.

Well pleased by the results of his call, the *Review's* managing editor promptly sent an account of what he'd done to the higher-ups in Portland. Soon afterward, owners of the two Spokane newspapers held a meeting in the office of the *Review's* managing editor, on the sixth floor of the Review Building.

The *Review's* editorial sanctum was a spacious twelve by sixteen feet in size. Several large circular windows on the north gave a "commanding" view of the city's business and residence sections, now spread out on both sides of the rushing river. The furniture of highly polished oak, including an impressive flat-topped editor's desk with a kidney-tanned leather covering, rested on a handsome Brussels carpet. A scholarly touch was given by a bookcase with a number of volumes of reference. The room was lighted from a striking chandelier possessing two gas and two electric light attachments.

In these attractive surroundings, the Spokane and Portland newspapermen threshed out the details of a merger. High points of the agreement they reached were as follows:

*The Spokesman* would be discontinued. The surviving paper would be known as the *Spokane Review*. The 5,000 shares of stock in the Review Publishing Company would be divided four ways, 1,250 each going to Scott, Pittock, Cannon, and Cowles. The company would own the Review Building and all of its printing equipment and furnishings. Also, it would have the Associated Press franchise and other press franchises. As his part of the deal W. H. Cowles would pay the owners of the *Review* \$24,000 in cash and assume one-fourth of the \$80,000 mortgage on the Review Building. W. H. Cowles telegraphed his brother in Chicago that the merger had been effected. He needed additional funds to finance the deal. Mrs. Mabel Durham Sanders writes regarding the transaction: "I remember my father was paid \$1,000 as commission in helping arrange the sale."

*The Spokesman* did not quite reach its third birthday, discontinuing publication with its twelve-page issue of Sunday, February 19, 1893. The first issue of the consolidated paper, titled the *Spokane Review*, appeared Monday, February 20, 1893. The people of Spokane commented: "The *Review* has gobbled up the *Spokesman*."

Having sold his interest in the paper he helped found and whose editorial policies he had guided with imagination, energy, and zest for nearly three years, Joseph French Johnson went East, with his family, to become associate professor of applied economics in the Wharton School of Finance of the University of Pennsylvania. At this school, in 1893, he organized a curriculum for the teaching of journalism.

The subject had interested Johnson when he was in the West and it is a good guess that he was the author of an editorial entitled "Journalistic Education," printed in *The Spokesman* on May 14, 1890, commenting on the fact that a course in journalism established at Cornell University in 1888 was to be discontinued. Reason given by President Charles K. Adams: "The professors have their hands full of regular work." *The Spokesman* interpreted the discontinuance of the course as an "acknowledgment of failure," despite the claim of President Adams that it had been "successful."

"It is a popular notion in newspaper offices," *The Spokesman* editorial stated, "that a college or 'chair' of journalism is humbug, that the only really effective school of journalism is the newspaper shop itself."

"Journalism is a profession as much as is law or medicine," *The Spokesman* argued, and after backing up this theory with a number of facts, concluded: "There could undoubtedly be a successful college of journalism. . . . It will be established some day, and will be a dangerous rival of the ordinary college."

The basic idea was to see tremendous development. The *Editor & Publisher International Year Book Number* for 1951 listed ninety schools and departments of journalism in the country's colleges and universities and, in addition to these, hundreds of schools and colleges offer courses in the subject.

Besides a place in journalistic history, gained by establishing a

school of journalism, Joseph French Johnson became widely known as a lecturer and as an author of books on financial and economic subjects. In 1901 he became dean of the School of Commerce at New York University. He helped organize the Alexander Hamilton Institute of New York, of which his son, Redford K. Johnson, M.D., is now chairman of the board. Returning to Spokane for a visit on September 9, 1915, Joseph French Johnson was guest of honor at a luncheon given by the Spokane Chamber of Commerce.

J. Howard Watson remained in Spokane for a time as a reporter for the *Review*, then became successively circulation manager and political editor of the *Seattle Post-Intelligencer*, manager of the *Walla Walla Union*, and secretary to Washington's governor, Henry McBride. On the shores of Lake Chelan he established a fruit farm on which he raised a variety of small fruits and winter apples. The place is now owned by his son, Harold.

Lee Agnew, one of the early stockholders in *The Spokesman*, became treasurer of a Spokane mining company.

Three of the four men who owned and managed Spokane's morning *Review* at this time are among the sixty-five selected in 1949 for the "Editors of America Shrine" of the Press Club of San Francisco, i.e., Harvey Scott, H. L. Pittock, and W. H. Cowles.

Harvey Scott had been a tough antagonist in the Spokane newspaper fight. Now, as partner, he proved a stimulating associate, one who gave valuable slants on newspaper management and policies. From letters written during this period, however, it is evident that the veteran editor of the *Oregonian* had no intention of surrendering any of the editorial prerogatives he had been exercising over the *Review*. Important matters of policy were passed on and decided in Portland. It is often like this with the old masters: they find it hard to yield authority to the new generation knocking at the door. Some of Scott's associates gave the name "arrogance" to his positive way of deciding things. However, Alfred Holman, a close associate and later editor of the *Seattle Post-Intelligencer*, called it "a feeling of intense individual responsibility."

Scott seems to have given careful and courteous consideration to the suggestions of his new partner and to have pointed out his rea-

sons for reaching the decisions he made. Under date of March 20, 1893, he wrote W. H. Cowles:

I think it probable, though I do not know, that the Review local force has been reduced by one man. We talked over the matter—Durham and I—and thought it might be done. But if, upon experience, it is found impracticable, the force should be kept as large as it was before the consolidation. Local events must be covered fully, but it seems unnecessary to print long reports, etc. *in extenso*, as we formerly did. While the Chronicle may appear to be a rival, it will be found in the long run that it is not, or to a very limited extent. We must, however, for the good of our paper, keep up the news, not the least important part of which is the local news.

In the same letter, Scott stated: "I[n] regard to clearing the first page of advertisements, we think it might be done, and Mr. Pittock will write Goodin [the *Review's* business manager] about it." Conditions evidently changed his mind as the ads stayed on page 1 during Scott's regime.

Finances are touched on in the same letter in these words:

While it can not be expected that the Review will make much money yet for a while you remember we talked of trying to make it pay its way, after two or three months. This, it would seem, ought to be possible, yet it would be a mistake to "pinch" the paper below the judicious medium suited to such a situation. Spokane, however, ought not always to get better papers than it pays for.

Hopes that the *Review* might show a profit, or even meet expenses, were rudely shattered by events already in the making. Involved in the crisis that developed was one of the *Review's* owners, the white-bearded, kindhearted Anthony M. Cannon. Throughout his business career a starter of new enterprises, Cannon had plunged heavily in coal mines and a coking plant in the Cascades, a portage railroad scheme. These unfortunate investments left the pioneer banker in no position to face the critical conditions arising from the country-wide panic which closed hundreds of the nation's banks in the summer of 1893. After a futile effort on his part to raise cash from his properties or to get financial aid from other bankers, Cannon's "Bank of Spokane Falls," which he had founded in 1879 as the first bank north of the Snake River, closed June 5, 1893, with liabilities of around \$200,000. The following day the Washington National

and Washington Savings banks, in which Cannon was financially interested, also suspended payment. A hard run on the Citizens National forced that bank to close its doors. While the Washington National was able to outride the storm and reopen, later merging with the Citizens National, the remaining banks were subjected to a heavy strain and on July 26 the First National became insolvent and went into liquidation. The effect upon the city's newspapers was disastrous.

Harvey Scott wrote W. H. Cowles, then visiting in the East:

You are informed, of course, that the "pinch" all over the West is severer than ever. Mr. Browne [J. J. Browne, owner of the *Spokane Chronicle*] was here from Spokane some days ago and proposed that both papers should reduce their size to 4 pages, 8 cols. This size will enable each of them to carry all present business. We said to him, however, that we could hardly make a positive agreement to run no more than 4 pages, since business sometimes might demand more.

Nevertheless, the suggestion for economy was adopted. The size of the *Review* dropped to eight pages (from twelve) for the issue of Sunday, July 30, 1893, and to four pages on Monday, July 31, 1893. The paper was no larger while Scott was editor.

Scott's letter touching on the subject of economy was dated July 31, 1893. Ten days later, W. H. Cowles, while still in the East, received additional bad news, this time from F. C. Goodin, who sent statements of receipts and disbursements for June and July. He wrote:

The loan account under head of receipts covers the shortage from April 1st to July 31st. This would not appear had it not been for the financial flurry of June 5th that closed several Spokane banks, made collections doubly difficult and demoralized business. This scare has not entirely passed away, people generally being afraid of financial institutions and doubly afraid to pay their bills. I hope, by the reduction inaugurated August 1st to be able inside of the next 60 days to be able to carry the *Review* without an overdraft—unless another cyclone hits the city.

After describing efforts to land the city printing, Goodin concludes: "Please advise me.—Times are awful close here, and money almost impossible to get hold of. I have cut salaries and composition to a minimum."

Equally gloomy was a letter from Harvey Scott, dated August 22, 1893, which reached W. H. Cowles at the Cowles family home in Chicago, stating, "I never knew it so difficult to raise even a small amount of money." Another letter from Scott, dated September 6 and addressed to W. H. Cowles in care of his brother Alfred at York Harbor, Maine (where their sister's marriage was to take place in September), stated: "There is almost no business and expenses on the *Review* have been cut to the lowest possible point."

In a letter to W. H. Cowles, dated September 11, the veteran editor mentions the "interest," about due for the half year, but thinks it can wait until the meeting of the *Review* corporation, to be held at Spokane about October 20, 1893.

By the time that date rolled around not only was the depression deepening throughout the country but Spokane was also feeling the effects of an additional disaster. In the nineties the wheat crop of the Palouse and Big Bend accounted for a much larger percentage of the area's total income than was the case in later years when other resources had been developed. In those days before the combine, the method followed was to head and stack the grain and later thresh it with stationary machines. Instead of being through with the wheat harvest in midsummer, as would be the case today, farmers were just getting their "headers" into the fields in September. In the middle of September a long dry spell was followed by a soaking shower and thereafter rains continued intermittently until, in many districts, all hope of saving the wheat crop vanished. Uncut wheat was bleached. The ground became so mirey that grain sacks lying in the fields could not be hauled to shelter. Some of the sacks burst with swollen wheat.

Builders of the *Review* Building had optimistically provided fifty-five offices on the second, third, fourth, and fifth floors for rental. Many of these offices were vacant. Tenants in offices that were occupied could not or would not pay their rent. Well-dressed men and women, accustomed to eating at the better class restaurants, could be seen lunching or dining at restaurants on Main or Front where a dime would purchase a meal.

There was a ruinous drop in the amount of advertising. But a



silver lining to the cloud was given by several new brand names appearing in the *Review's* advertising columns, including the American Tobacco Company's "Pet" cigarettes, Pyle's Pearline, Dr. Price's flavoring extracts, and "Dr. Charles Evaporated Unsweetened Cream." Another encouraging development was the fact that earnings of the region's mines were holding up well. W. H. Cowles toyed with the idea of plunging still more deeply into the newspaper business in Spokane. He wondered if his partners would listen to a suggestion to buy their interest in the *Review*. That would mean getting additional advances from his share in his father's estate through his brother and Mr. Coburn. This did not seem too difficult to do. (Apparently Edson Keith had dropped out as executor and trustee some time prior to 1893.) There was an unusually close bond between William and Alfred Cowles. They had grown up together in a happy family circle. There was less than two years' difference in their ages. Both were graduates of Yale, both were members of the Skull and Bones fraternity. Alfred carried on post-graduate work at Yale when his younger brother was a Senior there. They attended Yale Law School the same year. Alfred's roommate, Philip Battell Stewart, married their only sister, Sarah Frances, on September 13, 1893. On November 28, 1890, Alfred had married Elizabeth Cheney, older sister of Harriet Cheney, whom W. H. Cowles was to marry in 1896.

In pre-college years, Alfred had a powerful Kentucky five-gaited saddle horse. He boxed with friends. At Yale he was captain of his Freshman crew and he played football in his Sophomore year, but an injured leg forced him to abandon the game. In his Sophomore, Junior, and Senior years he rowed on the university crew. He was captain in 1886. A keenly observant man, shrewd judge of human nature and more conservative than his brother, Attorney Cowles gave Journalist Cowles much sound advice when writing him on business matters.

On one occasion the younger brother was strongly inclined to invest in a mine. From his brother's office in the Home Insurance Building came these words of caution: "If you can get the opinion of a well-known expert, hired and paid in your own interest, that the

property is valuable, you have some ground to stand on. If you try to go on your own inexperienced judgment it is a pure gamble." Offered a chance to buy the *Seattle Press-Times* and seriously considering it, the young Spokane journalist got this advice from his mentor: "Devote your energies and money to one purpose, getting the *Review* into shape." Questioning the fairness of an assessment for half the losses incurred by the *Review*, Alfred stated: "I think it an imposition on you. Next time let Scott and Pittock carry their proportion of Cannon's share."

The Westerner's proposal to buy additional stock in a newspaper that was steadily losing money (with times what they were) aroused little enthusiasm when the news reached Chicago. Alfred Cowles pointed out: "The banks do not want to loan money so far away." He threw cold water on some optimistic figures as to the *Review's* prospective earnings, with the comment: "Sounds like the talk I heard from the western boomers when I was there a couple of years ago."

But recognizing that the matter, in the final analysis, was one for his brother to decide, Alfred Cowles gave various pointers on a good strategy to adopt in dealing with his shrewd partners in Portland. He urged him to buy Anthony M. Cannon's stock if he could, pointing out: "You would then stand on equal terms with Scott and Pittock and be in a position to call on them to sell out or buy you out." He warned his brother not to display any eagerness, gave it as his opinion that "It will be time to act when matters in the east have materially improved."

Harvey Scott wrote W. H. Cowles on November 27, 1893: ". . . after consultation, we have agreed to give you a cash option till January 1, 1894, for our share of the stock at \$30,000, you to pay the overdraft that may be due at that time and assume the mortgage." Before long the asking price was reduced to \$8,000 cash, "with the buyer assuming the mortgage on the *Review* building and other debts."

When this proposal was relayed to Attorney Cowles, he wrote:

I would not be surprised if they would be willing to turn over their interest gratis. A man dislikes very much the prospect of having to put up

several thousand dollars a year to keep a business running in which he is not actually engaged and personally attentive to. Scott and Pittock probably see this and also that Cannon's interest will have to be carried along unless it is sold to some strong man.

In a letter six days later, Alfred Cowles amplified the point he had made previously: “. . . if the Portland people are willing to give up their interest in the Review to you on condition that you look after the mortgage, it seems to us advisable for you to do it if you have made up your mind to make permanent your residence in Spokane.”

The attorney brother's accurate appraisal of the situation became increasingly evident as negotiations developed. Under date of April 12, 1894, H. L. Pittock wrote W. H. Cowles: “In the matter of the mortgage we wish you to give a guarantee it will be paid at maturity.” The following day, April 13, Harvey Scott wrote:

It is, I think, scarcely necessary to go to Spokane at present. It will suffice to go when you return from Chicago and the changes are to be made, etc.—In regard to your taking our interests in the paper, management of the mortgages, etc., we should want you to guarantee us against having to meet the obligations we have incurred.

Both owners of the *Oregonian* had mentioned the mortgage. That was significant. The eighty-thousand-dollar debt threatened the very existence of their Spokane newspaper property, while the *Review's* continuing losses were draining needed funds from the *Oregonian*.

The *Oregonian* was in no position to pay the losses of its companion paper in Spokane indefinitely. The *Oregonian's* resources, though great, had been strained by the erection of a costly building at Sixth and Alder in Portland, the new building and plant in Spokane, and by the heavy losses incurred in operating the *Review*, all in addition to the general effects of the depression. And as if that were not enough, 1894 was a year of record high water, the year the Bonners Ferry, Idaho, post office was swept one hundred miles down the Columbia, the year the railroad was washed out in the Columbia Gorge. Swelled by backwater from the Columbia, the Willamette River at Portland, on June 8, 1894, was thirty-three feet above low-water mark. Floods rolled over the business section of Portland.

Merchants near the water front abandoned their stores. Train service was suspended. Business in the city was at a standstill, and the roily water rose above Front Street to First and beyond. However, in spite of this combination of difficulties, without the burden of the mortgage, Harvey Scott and H. L. Pittock might well have been able to retain their holdings in the *Spokane Review*. The mortgage on the Review Building was probably the factor above all others which made the owners of the *Oregonian* not only willing but eager to dispose of their Spokane newspaper stock.

A letter from H. L. Pittock, postmarked Portland, Oregon, May 31, 1894, and postmarked Chicago, June 12, 1894 (the difference in dates suggesting the disruption of mail service), struck a note of urgency:

DEAR MR. COLES [*sic*]:

Yours of the 20th is received. We think if you could come to Portland early in the next month we could assist in bringing about what you wish. Mr. Scott is going east—wanted to go immediately after the election on the 4th—but if you will wire us that you will be here and on what date he will delay. His business east is very important and cannot be long delayed, so give the earliest date possible.

Business does *not* improve here. The flood which is now inundating the lower portion of the city, has paralyzed business and as it will probably remain on the streets for some weeks we cannot expect improvement till fall. Spokane is reported to be improving.

Yours truly,

H. L. PITTOCK

Conditions were ripe for a deal and Harvey Scott came to Spokane late in June to arrange the details.

One copy of the resulting agreement, dated June 28, 1894, was written in longhand by H. W. Scott on the reverse side of a *Spokesman* letterhead. A duplicate copy, with a few minor differences, was written in longhand by W. H. Cowles on the reverse side of the *Spokane Review* letterhead. The agreement provided for selling 2,500 shares of stock of the Review Publishing Company to W. H. Cowles in two parcels of 1,250 each. These 2,500 shares of stock were to be deposited with Jacob Hoover of the Exchange National Bank, of Spokane, and to be delivered to the buyer when he had fulfilled his part of the contract. W. H. Cowles agreed to pay all the debts and lia-

bilities of the Review Publishing Company incurred since the merger, in February, 1893, and to pay the Portland newspapermen's half of the \$80,000 note.

The hard-pressed A. M. Cannon had pledged his fourth interest in the *Review*, 1,250 shares, with a mortgage company and his stock now stood on the stock books of the *Review* in the name of G. E. Withington, cashier of the First National Bank of Spokane. The agreement provided that in case this fourth interest did not become the property of W. H. Cowles, he "shall not be held to liability for the quarter of the mortgage and the debts accruing on account of said one-fourth interest except jointly with the parties of the first part."

It was the end of an ambitious, ill-starred, and expensive venture for the *Oregonian's* owners, but the windup was not without an element of satisfaction. Spokane people were rampant for free silver while Harvey Scott was hammering away in the *Oregonian* for the gold standard. Policies could not be made to jibe. The *Oregonian's* owners had disposed of a property that was proving bothersome as well as costly.

W. H. Cowles now had a controlling 75 per cent interest in Spokane's morning paper and, after Anthony M. Cannon's tangled affairs were straightened out, he secured the other 25 per cent.

Poor Cannon! In Horatio Alger style he had been fabulously successful for a decade and a half. He had lost sizable fortunes only to win bigger ones. He'd passed up opportunities like the one at Denver, later to hit the jackpot in Chicago and Kansas City. He'd dropped the fortune won in his flour mill and, in Portland, found himself down to \$1,500 in cash with a bank debt of \$4,000. Then in Spokane Falls he'd bounced back and become a millionaire. Now, somehow, unexplainably, he'd lost the golden touch. He became a silent, waiting, and watchful candidate for the United States Senate, but nothing came of it. In an effort to repeat former successes in a new country, he went to South America in search of an inviting opening, and, not finding it, returned to the United States despondent and ill. He died in the Sturdevant Hotel, New York City, on April 6, 1895.

On June 29, 1894, the day after Harvey Scott and W. H. Cowles signed their contract, a new and unusual name, thought up by the paper's new owner, appeared at the masthead: *The Spokesman-Review*. Influencing the change was the fact that the name *Review* had become unpopular through being identified with control of the paper from Portland. Many Spokane and Inland Empire people did not like editorial direction from that far-off city.

Referring to the change in ownership the *Colville Standard* commented: "Everybody in the state will be glad. Eastern Washington will rejoice and Spokane will rejoice with exceeding great joy on account of getting rid of the Portland contingent and the excellent substitution."

Other Inland Empire papers commented in similar vein. Said the *Hope Examiner*: "The Spokane Review is dead; the paper is now The Spokesman-Review; new editors are at the helm, and the boycott is off; one more victory." The *Wilbur Register* commented: "When Mr. Cowles drops off the superfluous tail to the paper's name and makes a clean sweep from cellar to top of tower of every man who has been employed [by] the Portland concern—the paper will have the confidence and support of the people of Spokane and eastern Washington." The *Palouse News* said: "The Review has not been a representative paper. Its policy was dictated at Portland and its editorial utterances on political and local topics were as erratic as those of the lamented Pennoyer [governor of Oregon]." Added the *Pullman Graphic*: "The name has been changed to Spokesman-Review and the Oregonian retires. The change is a God-send to the city of Spokane."

## CHAPTER VI

### New Hand at Helm

*William H. Cowles Takes Over Editorial Control as Well as Business Management of The Spokesman-Review—Strikes Note of Community Service in His First Statement to the Public—Stands Back of Accurate Reporting—Relations with William Howard Taft, Theodore Roosevelt, Herbert Hoover—Some Personal Characteristics.*

THE SPOKESMAN-REVIEW had now been formed from Spokane's two competing morning newspapers, the *Review*, established May 19, 1883, and *The Spokesman*, established March 9, 1890, but suspended with the merger of the two newspapers on February 20, 1893. In the first issue of *The Spokesman-Review* under that title, the leading editorial read:

#### TO THE PUBLIC.

W. H. Cowles, who for the last sixteen months has been one of the owners of this paper, now has proprietary control, and the editorial direction, as well as the business management, will from this time be in his hands. He has taken up this business as his permanent work, and will devote himself steadily and permanently to assist in building up the interests of the community in which the paper is published.

Mr. Cowles has been a resident of Spokane for three years, and was publisher of the *Spokesman* at the time THE REVIEW and *Spokesman* were merged into one paper.

A significant feature of this announcement is the statement that the editorial direction would from that time be in the hands of the new publisher. Although W. H. Cowles never took the title of editorial director, he might well have done so. From the very first he influenced, guided, and controlled every phase of *The Spokesman-Review's* editorial services. He shaped editorial policy, personally selected many of the reporters and editors, and communicated his journalistic standards to the staff.

Editorial functions which he now assumed highlight the relationship W. H. Cowles had with such able journalists as Harvey Scott, Joseph French Johnson, Horace White, H. L. Pittock, Joseph Medill, H. H. Kohlsaas, and his own father, Alfred Cowles, as well as the indirect influence of his Uncle Edwin Cowles's journalistic achievements. Such contacts and influences, plus a year as reporter, must have been of great value as training and preparation for the task that now confronted the twenty-eight-year-old publisher. Valuable also were the experiences gained as business manager of *The Spokesman*, the sixteen months with the merged newspapers. Counting his first investment in *The Spokesman*, his losing streak had continued unabated for more than four years. Spokane and the nation as a whole were still in the doldrums. It was not going to be too easy to get his paper in the black. He'd have to give it all he had.

The *Spokane Falls Review* of May, 1883, had been a one-man show in an isolated community. Now, eleven years later, the newspaper enterprise which had grown from that beginning involved an expensive plant, a large personnel, relationships with other newspapers the country over, the weighing of news values. Problems of production and distribution, already far from simple, would steadily become more complex while the phenomenal development of advertising would bring with it a Pandora's box full of new problems. Mechanical advances in typesetting and printing were upsetting a lot of preconceived notions as to how to produce a newspaper, and they were also bringing labor problems in their wake. *The Spokesman-Review's* field was still frontier and for the most part undeveloped. What was done by its permanent residents during the balance of the nineteenth century and the early years of the twentieth was sure to have a profound effect on the lives of coming generations.

Clearly the task of running *The Spokesman-Review* and making a go of it was one for an executive. In this respect, of course, Spokane's morning daily bore a family resemblance to many other newspapers the country over. The bigger problems called for bigger men. Two years later Adolph S. Ochs, who became a warm friend of W. H. Cowles, would face a similar problem on the losing *New York Times*.



What kind of man had landed in that key position in the commercial center of the fast-growing Inland Empire? Some answers to that question have already been found in reviewing the past and in noting family background, hereditary influences, education, and training. For other answers one may allow those who had contacts of various sorts with the Spokane publisher to fill in the details of the picture.

W. H. Cowles was of medium height and gave some the impression of being frail. However, Dr. John T. Bird, his personal physician for many years, says that he was compactly built and, with the exception of a nervous breakdown which forced him to take a year's vacation in 1900, was physically equal to his tasks and responsibilities. His brother-in-law, Philip Battell Stewart, noted that he "controlled all his energies to the task he had set himself."

Emotionally he was deeply involved in the causes he championed. An editor who worked closely with him says that when talking about some injustice or iniquitous act the lines of his face would tighten and his eyes would seem to flash a blue flame.

At the time he started working for the *Chicago Tribune* hours were long for all types of workers both in and out of the newspaper industry. As a police reporter he was on duty from 7:00 P.M. to 4:00 A.M. seven days a week. In the afternoons he attended business school. In the West in those days the editor of a morning newspaper worked from 1:00 P.M. to 6:00 P.M. After dinner and a short rest he would return to the newspaper office and stay until press time. If big news was breaking, he might remain on the job until dawn. When *The Spokesman-Review* was getting established, the hours of its publisher were the same as those of editors and reporters. He stayed on the job until four in the morning. For a long time afterwards he did not leave the office until midnight. It was no accident that those who occupied positions of responsibility in his business were hard, conscientious workers.

"Cowles was a man of quiet determination and a faculty for attaching men to his business and editorial staffs who devoted themselves so loyally to carrying out his sound policies that they burned themselves out in his service." So wrote C. C. Chapman, publisher

of the *Oregon Voter*, of Portland, who was on the staff of *The Spokesman-Review* for a brief period in 1903, between political jobs on Chicago newspapers, and who continued to have contacts with the Spokane publisher. Before coming to Spokane Chapman was city editor and political editor of the *Chicago Record-Herald* and later political editor of the *Chicago Daily News*.

One reason why good men worked hard for *The Spokesman-Review* and stuck with the paper through thick and thin was the feeling of security they felt in their jobs. Robert Glen, who was on the *Spokane Review* when W. H. Cowles first became a stockholder, and who stayed with the paper for four decades, testifies: "With good behavior and ordinary ability employees of *The Spokesman-Review* were assured lifetime jobs." W. H. Cowles once remarked to a group of fellow publishers, "Just because an employee reveals a fault, we don't dispense with his services."

Furthermore, when W. H. Cowles picked a man for a job he would give him an adequate period, sometimes running into years, in which to succeed, and if the worker failed, it was the publisher's practice to give him a chance to make good in a different sort of job. He would let those in executive positions try out new ideas and would finance their experiments. As Campbell Watson, Pacific Coast editorial representative of *Editor & Publisher* observed, his department heads were "backed to the limit in innovations which might prove costly but seemed basically sound."

Reporters and editors knew they were assured the steadfast support of the publisher in accurate reporting and honest editorial comment. On the wall behind the city desk in *The Spokesman-Review* editorial department for many years, and until it was lost in rebuilding operations, was a statement of the publisher's basic policies. Prepared by W. H. Cowles and Nelson W. Durham, managing editor, it was entitled: "Instructions To Reporters and Editors." Every new reporter and editor was asked to read it. They were informed in this statement that no outside interest, person, or persons had any control whatsoever over the policies or news columns of *The Spokesman-Review*. . . . That *The Spokesman-Review* had no friends to favor and no enemies to punish. . . . That every citizen high or low was

to be given the privilege of presenting his side of a controversy through the columns of the paper. . . . That any editor or reporter who willfully falsified the news about any person or event would be subject to instant dismissal but that if what the newspaper's employee wrote was fair and true, *The Spokesman-Review* would stand squarely back of him in the face of complaint or criticism.

An enraged reader once stormed into the publisher's office and demanded to know who had written a certain editorial he found offensive—he wanted to tell its author what he thought of him. The publisher told this caller: "The writer's identity doesn't matter. As publisher, I am responsible for what goes into *The Spokesman-Review*. If you don't like anything that is printed in its columns you can complain to me."

When a reader made strong objection to a certain musical review the critic who had written it said: "That was my opinion and the paper will stand back of me in writing it." The paper would.

During 1931, with the shadows of the depression deepening, a worried editorial writer arranged an appointment with W. H. Cowles and called at his office.

Through the carelessness of this writer in wording an editorial, W. H. Cowles had been drawn into a troublesome libel suit. The plaintiff had won damages of \$2,500. Costs of defending the suit had been heavy and this outlay came at a time when revenue was falling off alarmingly and expenses were being trimmed to the bone.

National prohibition was then still on the statute books and W. H. Cowles was advocating strict enforcement of the law. The editorial declared libelous dealt with an incident at the Washington state capital, Olympia, on March 3, 1931, when the legislature was in session. Prohibition agents had raided certain rooms in the Hotel Olympian, where they suspected illegal drinking was taking place. The agents arrested three "well known lobbyists" and granted immunity to another man because he was a member of the legislature. The charge was illegal possession of liquor. Shortly after the raid three men appeared before the justice of the peace in the little town of Tenino, sixteen miles from Olympia, and under assumed names pleaded guilty to violation of the liquor laws and paid nominal fines.

Vehemently denouncing the goings-on at Olympia, the editorial writer described the raid and gave the names of those who took part in the illegal drinking. At this point the editorial writer slipped. Included in his published list of those arrested was the name of a man who was able to prove he was elsewhere at that time. This man, disregarding a retraction, brought suit for libel. The jury decided in his favor.

During the period the case was being threatened, prepared, and tried, the author of the crusading editorial had met with W. H. Cowles a number of times to plan the defense. On none of these occasions had the publisher criticized the writer's carelessness. Now, however, with damages actually awarded, it was not unreasonable to suppose the man who had to pay the bill might have something caustic to say on that subject, and the editorial writer marched up resolutely to take his punishment, whatever it might be. Seated opposite the publisher, the contrite editor expressed profound regret for having caused so many headaches, so much expense, all on account of his inexcusable failure to check up on a vital detail. W. H. Cowles listened attentively to his editor's self-reproaches, then, looking at the penitent employee with a twinkle in his eye, he asked: "This was your first libel suit, wasn't it?"

"Yes," was the answer.

"If it hadn't been for that," the publisher said, "I'd have cussed you out."

That mild comment closed the incident. In this instance the editorial which caused the trouble was printed in the farm magazine, the *Washington Farmer*. Its editor, Fred W. Clemens, was the author of the editorial held libelous. The publisher's reaction was thoroughly characteristic of the way in which W. H. Cowles put heart into the writers and editors both for the farm papers and *The Spokesman-Review*.

Besides standing squarely back of his staff, W. H. encouraged the individual worker with a pat on the back when he felt the work merited praise. He would compliment a reporter on an outstanding story—sometimes mention it again months after it was first printed. Or a piece of promotion would be returned to its originator with a

comment written in longhand and initialed "W. H. C." Examples: "These are good ads." "These are simply great." "This is a wonderful corroboration of your survey. I hand you a bouquet." It was customary for a constructive suggestion to be preceded by a compliment to make sure the criticism would not prove disheartening. Within his family circle, the compliment might have a warmer glow. At a dinner one of the guests overheard him say to his older son's wife: "You are so good. I don't know what makes you so good."

But a perfectionist himself, W. H. Cowles was not tolerant of errors that might have been avoided. He made the point, "The man who writes down a statement is the person primarily responsible for its truth or falsity." Ren H. Rice, early-day reporter for *The Spokesman-Review*, recalls that, each day, the publisher would go through the paper page by page and column by column, including advertisements, making note of every incorrect date line, transposed letter, misspelled or incorrectly used word. Errors were called to the attention of those responsible. But while he was at times a severe critic, he was fair in his strictures. When an employee pointed out the difficulty of attaining a perfect score he acknowledged: "Yes, it is hard to keep the errors out when the volume of work is high."

New England thrift showed itself in W. H. Cowles's attitude toward the use of space in his newspaper. He would tear an article from some periodical and ask an editorial writer whether an editorial couldn't be written on the topic with which it dealt, measuring with the thumb and fingers of one hand the amount of space he thought the subject merited.

A pompous designer of railway bridges called at W. H. Cowles's office to request an article about a bridge recently completed which the caller regarded as a masterpiece. The publisher personally accompanied the caller to the editorial department and introduced him to one of the desk men, Wilbur D. Kirkman, later head of the newspaper reference library. W. H. told Kirkman he'd like to have him interview the engineer and write an article about the bridge. As the publisher excused himself and backed away the caller started to tell Kirkman volubly all about his construction project. It was clear his cordial reception had convinced him he'd get at least a

column of newspaper space. The retreating publisher sensed this attitude and catching Kirkman's eye, unseen by the caller, he indicated his own idea as to the space the story merited by holding the index fingers of his hands about two inches apart.

It was his idea, also, that there should be no blank pages in booklets containing results of consumer surveys; that the reverse sides of reprints should be filled with sales data.

W. H. Cowles backed his faith in men with money both in his own business and outside.

In his early days, as an investment broker, Joel E. Ferris was successful in selling various securities to W. H. Cowles. The publisher had placed an order for certain school bonds not yet issued for delivery at a later date. Before this date rolled around, as narrated in Chapter IX, it was revealed that a rival investment house, Milholland and Hough, had sold \$353,000 worth of forged bonds as genuine to a Coeur d'Alenes mining man and, using this customer's money to speculate with on the New York Stock Exchange, had lost it all; then, seeing no way out, Hough confessed and Milholland committed suicide. Other Spokane investment brokers, including Ferris, were under a cloud. The investing public wondered, "If I leave my money with a broker will I get the securities I order or will my money be stolen?" Most people held onto their cash while they awaited developments. In the midst of the furor caused by these events, Ferris received an envelope by messenger from W. H. Cowles. In it was a check for \$30,000, advance payment in full for the securities still to be delivered, and a friendly note to the effect that Ferris might have use for the money until needed to pay for the bonds.

Among those to whom W. H. gave financial backing were those who were trying to build up a business that might mean a new payroll for Spokane.

Many of those who worked for and with W. H. Cowles have testified to his habit of analyzing a subject from all sides before taking action, and then, as Charles Heberd, who was associated with W. H. in a score of public movements, put it: "He was not precipitate." Laird Bell, Chicago attorney, whose firm handled many legal matters for the Spokane publisher, tells of an occasion when an involved

business deal was up for a decision. W. H. Cowles got to his feet and, limping around the office, said: "Suppose we walk around it and view it from all sides." Because of this trait, he appreciated those who helped him get to the bottom of things. "Mr. Cowles liked my dad, because Dad was frank with him," said Ralph Ortel, vice president of Shaw and Borden Company.

The chairman of a conference W. H. attended thought that two members of the outside circulation sales staff participating in the round-table discussion were too loquacious and tried to cut them short. The publisher walked over to the chairman and whispered in his ear, "Let them talk; that's interesting." To a copywriter he said: "Make your mailing piece as good as you can. When you think it is all right, show it to someone else—like the office boy. Chances are he'll point out some defect you completely overlooked." W. H.'s desire for firsthand information prompted him to take many informal strolls through Spokane's business district, helped by his cane, joining the crowds, walking into the five-and-ten to make a purchase—watching plasterers at work in a new building—looking and listening.

One evening at a country hotel in Idaho, while on a motor trip, a chance remark to an old sourdough who roomed at the hotel brought the emphatic comment that *The Spokesman-Review* was way off base in what it said about Senator Borah, of Idaho. The speaker had no idea that it was the publisher of *The Spokesman-Review* he was addressing. Delighted to hear the crack at his paper, W. H. Cowles drew out the Idaho critic and, as the old sourdough expatiated upon his views, including his reasons for intensely disliking the policies of Spokane's morning newspaper, the Spokane publisher listened attentively until far into the night.

He asked many questions: incisive, provocative: "What's your family doing to conserve sugar?" (In the first World War.) The answer led to an interview by a reporter. "How would you run this newspaper if you owned it?" he asked Margaret Bean, whose "By M. B." is a hall-mark of thoughtful reporting.

Once he made up his mind that a certain course of action was right, W. H. held to it undeviatingly. If unpleasant developments

resulted, the drawbacks were regarded as "part of the price that has to be paid."

W. H. Cowles believed that the private life of a newspaper publisher should be above suspicion. His own private life was exemplary; but he made due allowance for the weaknesses of others. He said: "If after you've done your best you find you've made a mistake, forget it."

Close attention was given by W. H. to all phases of his newspaper—news coverage, features from syndicates, editorial makeup, reader interest studies, mechanical facilities, methods of securing classified, market analysis, the personnel of various departments, accounting department methods, and scores of others. About 1910 he reached the conclusion *The Spokesman-Review* would be better for a lighter touch and took steps to interject humor into the editorial page of the paper.

When Marshal Foch, generalissimo of the Allied armies in World War I, was scheduled to visit the city and Spokane men were having dress suits pressed for the formal dinner to be given the great soldier, W. H. asked Stoddard King, the poet-columnist, if he could write an original verse in honor of Foch, in French. Stoddard King could and did and his poem in the foreign language was duly printed on page 1 the day Foch arrived in Spokane.

The publisher's attention to little things even extended to the ink in which the newspaper's circulars were printed. Once he remarked dryly, "All my life I've been trying to persuade printers to use a bright shade of red."

Himself a concise and careful writer, he was quick to note the misuse of words in a piece of copy. He used words sparingly but with telling effect. On one occasion in the hallway he encountered a department head who had recently sent him a wordy and supposedly highly convincing memorandum. With a rather malicious grin the publisher summed up his reaction: "You almost convinced me you are right." A sales representative ran on at great length about the terrible reaction he was getting from a certain basic policy. At the close of the emotional story the originator of the policy in question remarked merely: "I should cry."



It was an unwritten office rule to leave the publisher's name out of a news article unless it was an integral part of the report and then to confine the reference to bare essentials. Because of this rule, few Spokane and Inland Empire people realized how often and in what high places the advice of *The Spokesman-Review's* publisher was sought, yet Herbert Hoover wrote of him (August 25, 1948):

Mr. Cowles was my loyal friend over many years. We had many opportunities to discuss national problems. His intense patriotism, his keen insight and good judgment were most helpful to me in public matters. He never asked me for a personal service nor a political appointment of anybody and refused to be used by persons seeking such things. His passing was a great loss not only to Washington, but to the whole country.

He enjoyed cordial relations with his fellow Yale alumnus, William Howard Taft, up to the time *The Spokesman-Review* gave its all-out support to Theodore Roosevelt and his Progressive party.

In June, 1911, W. H. Cowles called on Roosevelt at Oyster Bay, Long Island, then went to Washington where he called on President Taft at the White House. He wrote T. R. of his talk with Taft and noted: "Speaking of the Ohio campaign last fall, the President told me that you had gone into that campaign at his request. He seemed to appreciate greatly the work you did."

With this letter the Spokane publisher enclosed a news dispatch which conveyed the impression that Roosevelt hoped President Taft would be renominated. In an effort to smooth over differences between Roosevelt and Taft, W. H. added:

I note the report that the President has invited you to be his guest June 19th at the White House. If your engagements permit you to accept this invitation, I believe it will be of enormous value in destroying the impression heretofore carefully disseminated by the reactionaries that you and the President were not on friendly terms. It would be a great influence in uniting the party and thereby would improve greatly the chance of republican success at the next election. It seems to me it would be a piece of great good luck for the nation if the President can be in touch with you constantly so that he may receive the advantage of your advice.

Replying from the office of the *Outlook*, June 13, 1911, Roosevelt branded the news dispatch that he wanted to see Taft renominated as "pure fake." He added: "In view of the fake, I felt it was partic-

ularly unwise for me to accept the invitation of the President for June 19th."

This was one of twenty letters, still extant, which Theodore Roosevelt wrote the publisher of *The Spokesman-Review* in the decade from 1908 to 1918. Although typewritten, many of these letters were annotated and amplified in longhand. Subjects of the letters ranged from T. R.'s sincere efforts to nominate Taft in 1908 to the break with his successor four years later, and from the need for military preparedness by the United States to Roosevelt's bitter disappointment at President Wilson's refusal to let him raise and command a regiment of volunteers in World War I.

Roosevelt was "greatly amused" by an anecdote in a letter from the Spokane publisher in December, 1911, i.e. "A new idea was sprung on me Tuesday evening by a fellow passenger on the train. He wants to see you nominated for president and Mr. Taft nominated for vice president. I had to admit that I thought it would be a strong ticket."

Roosevelt solicited the advice of *The Spokesman-Review's* publisher on various political questions such as: "Who are good men for me to communicate with from a progressive standpoint in Washington?" and he also consulted with him in person at various times. One finds statements like these in T. R.'s letters to W. H. Cowles: "Do let me see you next time you are here." (New York, December 27, 1911.) "I wish you were here." (Chicago, June 21, 1912.) "I wish I could see you in person." (New York, July 9, 1912.) "If you ever get near New York be sure to let me know so I can see you." (November 25, 1912.)

Following the outbreak of the European War and the threat that the United States might be drawn into the conflict, W. H. Cowles strongly advocated universal compulsory military training and liability to service in time of war. Supplementing articles and editorials in *The Spokesman-Review*, pamphlets were printed, presenting arguments in favor of such preparedness. Nearly thirty thousand copies of one of these pamphlets were printed and copies sent by W. H. Cowles to every daily, weekly, semimonthly, and monthly periodical in the United States, including farm papers.

When informed about these activities, the sage of Sagamore Hill expressed cordial appreciation of the work being done by the Western journalist. For example:

These are capital articles. You have struck the fatal and dangerous point of the proposition. I am so glad you liked my article in the Metropolitan and I want to tell you that it has been a real comfort to me to find you standing so straight for military service on the lines of the Swiss system. Next time I'll hope to have Mrs. Cowles with you out here. (Oyster Bay, October 30, 1915.)

Through you I wish to congratulate with all my heart The Spokesman-Review on the admirable work it is doing in the pamphlet advocating universal obligatory military training and liability to service in time of war. I hope the pamphlet will be given the widest possible distribution, and wish to again express my appreciation of the great and patriotic work you are doing. (Oyster Bay, June 7, 1916.)

That's a capital pamphlet; and my dear fellow I want to thank you as an American for the work you have done. It has been simply fine! (New York, January 22, 1917.)

I want to congratulate you on all you have done in recent years for Americanism and preparedness. (New York, June 4, 1917.)

Roosevelt did not always agree with the Spokane publisher. In June, 1915, announcement was made of a plan formulated by former President Taft for conserving the world's peace through a great court of nations that would have military power behind its judgments. A conference to consider Mr. Taft's and similar plans was to be held in Independence Hall, Philadelphia, June 17, 1915. An editorial discussing merits of the plan and not pointing out its dangers was run in *The Spokesman-Review*, Sunday, June 6, 1915, while an article on the same page presented high lights of the plan and gave the names of many well-known persons who were backing it. Under date of June 12, 1915, W. H. Cowles sent Roosevelt a copy of the editorial, with the comment:

The discussion of a possible peace plan to be submitted to the various civilized nations at the end of the present war seems to me to be worth all the thought any of us can give it. The enclosed editorial was published in *The Spokesman-Review* last Sunday. I shall be much obliged if you will tell me what you think of its soundness.

Roosevelt's disagreement with the editorial, expressed in a five-page letter dated Oyster Bay, June 17, 1915, is indicated by the following extract:

You are a resident of the Pacific slope, my dear Cowles, and, if you will pardon my saying so, it is less excusable in you than it is in Easterners to propose universal arbitration which you must know would under no circumstances be adopted by your own community on certain vital points. For example, under Taft's proposal we should have to arbitrate everything; we should have to arbitrate whether or not we would allow unlimited immigration of Asiatics, including Japanese, to the Pacific slope. Do you seriously suppose that California, not to speak of Washington and Oregon, would agree to submit such a question to arbitration in good faith and with the expectation of abiding by the result? You know of course there would be no such expectation.

The last letters between the Spokane publisher and the former President were exchanged a little over five months before Roosevelt's death, January 6, 1919. The four sons of the hero of San Juan Hill were all fighting with the American Expeditionary Force. News dispatches had carried the unconfirmed report that Quentin Roosevelt, while piloting one of the crude fighter planes of that day, had been shot down in action and probably had been killed. However, headlines in *The Spokesman-Review*, July 19, 1918, said: "Believe Quentin Roosevelt Taken [Prisoner] Confident He Made Landing Says Companion."

On that day, W. H. Cowles wrote T. R.: "I sincerely trust that the later report that your son Quentin may be a prisoner is the forerunner of definite word to that effect." He enclosed an editorial from *The Spokesman-Review* for July 18, 1918, reading, in part:

#### QUENTIN ROOSEVELT

Every day, almost, brings news of some young American who, fighting for his country in the air, has fallen to death. Seen in that light the loss of Quentin Roosevelt is just a new detail on the splendid role of sacrifice. But it will mean more than that to most Americans.

It seems like a very short time indeed since Quentin Roosevelt was a small boy in knickerbockers playing about the White House and every so often providing the Washington newspaper correspondents with material for a story of his boyish exuberance unquenched by the austerity of his surroundings. . . .

The Roosevelt boys have all grown up since their White House days and

have already made a name for themselves as fighters that shows no diminution from the previous generation. . . .

Quentin Roosevelt's father will not claim for himself any greater degree of sympathy than other fathers who have lost their sons. Yet he will receive wider and deeper sympathy, not only because of his own eminence but because of the great and touching pride he has shown in his fighting sons, and because of the burning devotion with which he gave them to the service of his country.

While this editorial and covering letter were en route; on July 21, 1918, word came that "German Aviators Confirm Death of Quentin Roosevelt." Quentin Roosevelt's father replied as follows:

OYSTER BAY  
LONG ISLAND, N.Y.

July 26th, 1918.

MY DEAR COWLES:

I thank you for your note and for the editorial. Of course you know now that Quentin is dead. Archie I fear may be permanently crippled, but that isn't of much consequence. Ted's wounds are serious but he will be back in the line very soon. He now is with his little wife in Paris and I am glad they are having a holiday together. Mrs. Roosevelt and I fully counted the cost when our boys sailed a year ago. We did not expect to see them all come back and we are quite prepared that none of them should come back. Give my warmest regards to Mrs. Cowles.

Faithfully yours,  
Theodore Roosevelt

Mr. W. H. Cowles,  
Spokesman-Review,  
Spokane, Wash.

The deeply rooted interest which W. H. Cowles took in national politics was matched by the close attention he gave to state, county, and city government. Various examples of this absorption are discussed elsewhere in this book. Besides giving all-out support through *The Spokesman-Review* to causes and candidates he favored, he personally helped plan the strategy of many political campaigns. At times he personally urged men he regarded as good political timber to enter the lists as candidates—W. Lon Johnson, of Colville, for governor of Washington; Eric Johnston, of Spokane, for Congress. Despite his deep interest in politics, W. H. Cowles never was a candidate for public office.

W. H. had a dry sense of humor, inherited, he said, from his father. Introduced in a highly adulatory manner at a chamber of commerce luncheon, he responded with: "I much appreciate the highly flattering remarks but usually the things said about me aren't nearly as complimentary." When an editor ran an article about Spokane millionaires and included the name of W. H. Cowles in the list, the publisher's reaction was a mild: "Well, I suppose this will raise my taxes." Asked to contribute to many different funds, he generally put down his name for a sizable figure if the cause struck him as worthy; but on one occasion, feeling no enthusiasm for the movement he had been asked to help finance on a big scale, he remarked: "I may not be overly bright but it seems to me that a good many times I get the short end of the stick." When a nephew, John Stewart, celebrated his wooden wedding, W. H. sent, as his personal gift, a cord of wood. He relished a wisecrack, like the Easterner's tart appraisal of Western apples: "Nothing but paint and ditchwater!"

"There never was a more loyal friend than W. H. Cowles," one associate declared. His loyalty to those who helped him in his career was in evidence over the years. On stopovers when traveling he would take the time to call on former associates or employees. For instance, in New York, on Joseph French Johnson; in Portland, Oregon, on C. C. Chapman. In the 1930s a reporter who worked for W. H. back in the 1890s met him in New York, asked for a job. Sensing that the former employee was in financial straits, W. H. bought the ex-reporter transportation West, provided an office in which he could write up his reminiscences of early days. The man was helped to get back on his feet.

A talented sports editor who was imperiling his journalistic career by overindulgence in liquor was invited to call at the publisher's office. W. H. Cowles frankly discussed the newspaperman's weakness, pointed out the ways in which it was harming him, made a personal plea that the reporter "get on the wagon." Unfortunately the reporter did not reform, but he appreciated the compliment.

A promising but impetuous architect was given his first big chance on an important building project in which W. H. was interested,

along with several other businessmen. At a conference where he had been subjected to comments that were hard to take, the young man flew off the handle. A day or two later one of the men who was present at the conference took occasion to have a talk with the hot-tempered young architect.

"By the way," he said, "Mr. Cowles wanted me to pass along a suggestion to you—not as a criticism but for what it may be worth: When you're at a conference and you're rubbed the wrong way—just keep cool." That lesson was "never forgotten."

The publisher's attitude on racial discrimination was what might have been expected from the descendant of zealous abolitionists. A committee once called on him to express indignation that a Jew was employed as a *Spokesman-Review* reporter.

"Are you sure that is the case?" the publisher asked in a tone of voice that indicated it was news to him. He was assured there was no doubt about it whatever.

"Well," said W. H. judicially, "I must be broader than I thought I was." The Jew continued to work for Spokane's morning daily.

Kathleen O'Sullivan, *Spokesman-Review* reporter, received a letter from the publisher shortly after she became a patient at Edgcliff, sanatorium for tuberculous patients in the Spokane Valley, to which her physicians had sent her for an indefinite period of treatment. In this letter, W. H. told her of his own family's experience with t.b. His daughter had the disease after graduating from Vassar College. "The t.b. doctors all agreed that she should keep as quiet as possible, making no exertion and just giving nature a chance to cure her trouble. She carried out the instructions of the t.b. specialists, in spite of the fact that lying in bed was very distasteful to her and she suffered a good deal of nervousness as a result. In due time she got well."

And so, too, did a nephew who had worked in *The Spokesman-Review* editorial department, had a hemorrhage in the office, but who "followed the same directions as my daughter and also recovered." He quoted a Chicago doctor who had told W. H. that he regarded t.b. as curable "if treated early and if the patient carried out the instructions of the physician."

### The publisher's letter concluded:

It may be that you know a good deal more about this subject than I do, but, if not, I am sure that these specific instances of complete recovery will be of interest to you.

There has been no unfortunate ending as a result of t.b. in my family.

I trust that you will not feel that I am butting in, but I can not see that this letter will do any harm even if it does no good. I hope it will be helpful to you.

She had no doubt that her regular salary would continue during her illness, since that was a long-established practice on *The Spokesman-Review*, but beyond that comforting assurance the letter did much for her morale and strengthened her resolution to conform to sanatorium rules and regulations. Her pay check did, in fact, keep coming during the eleven months she was incapacitated.

Within three months the publisher had the pleasure of writing a follow-up note congratulating the reporter on the fact that her recovery was so far advanced that she had been permitted to eat her Christmas dinner at home.

When an employee of his newspaper died—stenographer, editor, advertising solicitor, compositor, or reporter—it was his practice, when in the city, to attend the funeral, slipping into a seat well back at about the time the services began.

Asked to comment on W. H. Cowles from the standpoint of a one-time competitor, George Putnam, editor and publisher of the *Salem, Oregon, Capital Journal*, replied as follows (in a letter dated June 27, 1949):

In reply to yours of June 16. I first met Mr. Cowles when I came to Spokane in the late fall of 1902 to establish the Spokane Press for the late E. W. Scripps. I occasionally met and talked with Mr. Cowles and our relations were cordial, though his reaction to competition was to establish the *Bulletin*, also a four-page one cent afternoon newspaper. He soon discontinued it. Early in 1904 I increased the size of the Press to eight pages, having signed up enough advertising on yearly contracts, contingent on a larger paper, to assure its profits. Mr. Scripps angrily objected, ordered a return to four pages and I severed my connection with the Scripps after five years of service as private secretary and other executive positions. The Press had broken even financially in the first eleven months.

In leaving Spokane I paid a farewell call on Mr. Cowles. He complimented me by saying that he never was so glad to see anyone leave town.

After I had purchased the *Medford Mail Tribune* in 1907, Mr. Cowles





#### FORMER PRESIDENT VISITS PUBLISHER

Ex-President Theodore Roosevelt arrives to be the guest of honor at a luncheon given by William H. Cowles, publisher of *The Spokesman-Review*, at his Spokane home in April, 1911. Seated in the car are, right to left, in the rear seat: former President Theodore Roosevelt, William H. Cowles, and Governor M. E. Hay, of Washington; middle seat: R. L. Rutter, Spokane banker, and United States Senator Miles Poindexter. In the front seat, not identified, are the driver of the car and a secretary.

OYSTER BAY  
LONG ISLAND, N.Y.

July 26th, 1918.

My dear Cowles:

I thank you for your note and for the editorial. Of course you know now that Quentin is dead. Archie I fear may be permanently crippled, but that isn't of much consequence. Ted's wounds are serious but he will be back in the line very soon. He now is with his little wife *in* and I am glad they are having a holiday together. Mrs. Roosevelt and I fully counted the cost when our boys sailed a year ago. We did not expect to see them all come back and we were quite prepared that none of them should come back. Give my warmest regards to Mrs. Cowles.

Faithfully yours,

*Theodore Roosevelt*

Mr. W. H. Cowles,  
Spokesman-Review,  
Spokane, Wash.

occasionally stopped on his auto trips to spend the winter at Santa Barbara to call on me and we had occasional correspondence. When I sold out the Medford property in 1919, he, unsolicited, got me an offer as editorial writer from the Rocky Mountain News at Denver, which I declined.

When my option on the purchase of the Capital Journal in 1919 was near expiration, I found myself shy the amount required. I took a chance and wired my situation to Mr. Cowles at Spokane and he wired me to come up and see him. He was very kind and considerate, asked me how much I needed and what security I could offer. I told him \$6000.00 and as I had put up or pledged everything I had, the only security I could offer was an insurance policy payable to him.

I explained the Capital Journal set-up and its prospects. He pulled out a check book and asked whether I was sure \$6000.00 would be enough. I said it was, and he immediately signed the check and gave it to me, and I signed a demand note at six per cent interest and sent him an insurance policy.

I paid him back in full long before he thought I could.

I met him occasionally after that and he was always interested in my progress. I have always been very grateful to Mr. Cowles, and long before the loan realized that he was the salt of the earth, and one of the finest, kindest and most generous and perhaps the ablest newspaper executive it has been my fortune to meet.

Joseph Medill's precept, "Publish the news," was adhered to un-deviatingly by W. H. Cowles.

When inventories of the estates of prominent or wealthy persons are printed, families of the deceased often register complaints. In cases of inventories filed in the estates of W. H. Cowles's own family, the facts and figures were printed in exactly the same manner as for anyone else.

When tragedy struck in W. H. Cowles's own family circle the happening was given the same news treatment in *The Spokesman-Review* as if strangers of equal prominence had been involved.

A congenial host, and adept at telling a good story, W. H. enjoyed society, but in his later years, as he told Colonel Guy T. Viskniskki, he reached the conclusion that those he met socially were inclined to impose on that social relationship to ask certain favors from his newspaper. In consequence he gave up most social engagements and often would content himself with a quiet game of Chinese checkers with some congenial friend or crony like the banker, Joel Ferris. His

self-imposed detachment resulted in his spending more time with his family. It was fortunate for him and *The Spokesman-Review* that he found understanding, inspiration, and stimulating companionship in his home.

On February 12, 1896, W. H. Cowles was married to Harriet Bowen Cheney, of South Manchester, Connecticut, sister of Elizabeth Cheney, whom his older brother, Alfred, married in 1890. They were daughters of Knight Dexter Cheney and Ednah Dow Smith Cheney. From 1894 to 1907, Knight Dexter Cheney was president of Cheney Brothers Silk Mills, an industry started in 1838.

A woman of unusual social charm and poise, Harriet Cheney was educated in a private school at Manchester and was tutored by Miss Audubon, daughter of the naturalist. She went through high school and attended the girls' school conducted at Farmington by Miss Porter, sister of President Porter of Yale.

In March, after the wedding in South Manchester, F. C. Goodin, *The Spokesman-Review's* business manager, addressed a letter to W. H. Cowles in care of the San Ysidro Ranch, Santa Barbara. After reviewing the business situation in detail, he wrote:

Now, Mr. Cowles, if you will please pardon my presumption, I would like to bring up another subject. Your apartment [on the sixth floor of the Review Building] is all finished. I have done all you gave the privilege of doing, viz: had floors stained as designated, two carpets put down, books unpacked and put on shelves as many as they would hold, and will see that the rooms are thoroughly cleaned before your return, but still they lack the warmth and completeness that draperies, rugs and furniture give. The cases from South Manchester I had stored on the seventh floor except those put in the vault . . . I do not want to appear officious, but would be only too happy to further your pleasure and Mrs. Cowles'.

The apartment in the Review Building was the first Spokane home of Mr. and Mrs. Cowles.

Mrs. Cowles died April 9, 1938. Mrs. Virginia G. Viskniskki recalls being a fellow passenger with Mr. Cowles, Sr., when the automobile was driven past the cemetery where the publisher's wife is buried. The publisher said: "Mrs. Cowles was a fascinating woman."

After his marriage W. H. Cowles established an office on the

seventh floor of the Review Building, the spot *The Spokesman* had dubbed the "Tall Tower," a story above his housekeeping apartment. In the early days his roll-top desk backed up to that of F. C. Goodin, the business manager.

Seven windows gave him an outlook to the east, north, and west. On clear days, to the northeast, he could see the city's mountain playground, Mount Spokane, snow-capped during part of the year; the blue, gray, or azure foothills of the mountain ranges to the west and north; the picturesque falls of the emerald-green Spokane River; the elevated railway tracks beyond the river with frequent trains; the Monroe Street Bridge and Riverside Avenue with their flow of traffic; and a large part of the city's business and residence sections.

Personality clashes in the organization were smoothed over here, decisions reached that were to establish a pattern for *The Spokesman-Review* and affect the community it served for many years. Prominent men of Spokane and the Inland Empire consulted with the publisher in this secluded room. Many conferences were held in this setting. Gordon C. Corbaley, who attended a number of these conferences, had this to say about the part W. H. Cowles took in them:

He would frequently get up during a discussion and walk to a window, looking out over the city while the rest of us waited. Then he usually came back with positive statements that supported the position he had already taken. I noticed that he would fuss around over a matter until he had made up his mind and then he was difficult to budge.

After the first World War, when business expansion made a more central location desirable, the publisher of *The Spokesman-Review* moved to a room on the third floor of the Review Building, convenient to the editorial department. It was a simple room with the familiar roll-top desk, a long table usually well covered with correspondence and miscellaneous papers. For visitors there were comfortable, old-fashioned horsehair-covered chairs and settee. On the desk were objects that had caught the publisher's fancy: a loving cup topped with an elephant, won by *The Spokesman-Review* for its entry in a parade; a statuette of the comic strip

character Apple Mary, created by a former Spokane girl, the artist Martha Orr. There was a group photograph of Herbert Hoover, Charles Hebbard, and W. H. Cowles, taken at Albeni Falls when the three men were studying the possibility of irrigating the Columbia Basin by gravity; an autographed picture of Hoover; a picture of Grover Cleveland in a boat, fishing; an oil painting of Melville E. Stone, general manager of The Associated Press; and various other framed photographs.

Most conspicuous, directly above the publisher's desk, was a large framed picture in color of a Boy Scout in costume. That had a meaning all its own. The publisher was deeply interested in children. He liked to be with young people, to talk with them, entertain them, and perhaps razz them, for there was a mischievous strain in his makeup. When the weather was fair, he'd walk part way from his home to his office, allowing his chauffeur to pick him up halfway downtown. If he met a boy en route he'd likely engage the lad in conversation. In his home circle he liked to play games with the children of the household, surprise them with a practical joke, come up with an unexpected toy. A grand-nephew recalls, "He was something of a magician and would perform card tricks and other sleight of hand; then he would show us how he did it."

Among the widely varied activities for civic betterment in which W. H. Cowles engaged during his lifetime, none was closer to his heart than the one created for boys—Scouting. He became interested in Scouting in 1916, was one of the organizers of the Spokane Council, first chairman of the Washington, Oregon, Idaho, and Western Montana Regional Committee, and greatly broadened the scope of the work by establishing Camp Cowles, Boy Scout camp on the shores of beautiful Diamond Lake. Through the facilities of three hundred acres given by W. H. Cowles, and its modern buildings, he made it possible for thousands of boys to spend one or more summer weeks swimming, hiking, boating, and fishing.

Doubtless he would have liked to be an athlete himself, like his brother Alfred. He had the inclination, the daring necessary for various sports, but his boyhood injury put them out of his reach. He admired his wife's skill as a tennis player, her ability to walk twenty

miles in a day without tiring, but, if such activities were denied him, at least he could create the opportunity for strenuous recreation for generations of boys—and he did. His interest in the young men of his community was often shown by his personal help in enabling them to attend college.

In 1928, due to his interest in boys, he was one of seven men in the United States receiving the Silver Buffalo Award, made by the National Council of the Boy Scouts of America for distinguished service to American Boyhood.

With his deep interest in and concern for the younger generation, it goes without saying that W. H. Cowles had intense solicitude for his own children: Harriet, born December 3, 1898, in New York City; William Hutchinson, born July 20, 1902, at Sands Point, Long Island; Cheney, born September 7, 1908, at Spokane. The sons were trained to carry on the newspaper business which he had built up. In that training they had the advantage of close association with their father, his guidance, example, encouragement, and companionship. Perhaps the finest gift he gave his children was this, as expressed by the family physician, Dr. John T. Bird: "Mr. Cowles taught each of his children to face the vicissitudes of life with the same Spartan spirit that was one of his own dominant characteristics."

## CHAPTER VII

### Changing Times

*Years from 1894 to 1903—Panic Conditions Pass—Big Influx of Population into the Inland Empire—Frontier Dies Hard—The Spokesman-Review Steps Up Its Service to Readers.*

IN THE SPRING of 1894 a newspaper reporter riding through the Inland Empire wheat country could see fields dotted with grain sacks left there the autumn before. Green shoots growing up through the burlap material of the sacks served as a sad reminder of what had happened to the district's principal crop. Prices were so low that the wheat which had been saved from the previous year's harvest could not be sold for enough to pay the cost of growing it. The price of wheat and of other farm crops stayed low for three more years and the clouds of the nation-wide depression did not lift materially until the short European crops of 1897 resulted in a demand for American foodstuffs and foreign gold and rising prices helped bring back good times.

But whether the nation's dinner pail was full or empty, the tide of immigration continued to flow into the Inland Empire. Federal census takers counted 276,000 people in this district in 1900, compared to 203,007 in 1890. In the same decade Spokane's population grew from 19,922 to 36,848. *The Spokesman-Review* grew faster than its field: to 10,419 copies daily in 1900 compared to 3,888 in 1894, and to 12,881 copies on Sundays in 1900, well above the 4,537 in 1894.

W. H. Cowles did not wait for the upturn in business before eliminating paid advertising from the front page of *The Spokesman-Review*. From the issue of August 4, 1894, on, page 1 was clear of all advertisements. That did not mean that the paper with the unique new name was making money. Letters from Alfred Cowles to his



brother over the next several years were punctuated with statements like the following: "Your drafts for \$3,000 and \$2,500 were accepted and paid." ". . . I will look after your draft when it is presented." ". . . I suppose if you must have more money we shall have to let you have it although there seems to be no end to the amount you are called on to put into your properties." By contrast, Alfred's letters gave many delightful glimpses of wholesome, cheery life in his Chicago home: "The kids were delighted with their presents. Bobby caught on to the way to run the velocipede and we are only waiting for decent weather to let him out to become a terror to pedestrians." Again he wrote: "We want you and Harriet to come here for Christmas sure. Nothing could give us all so much pleasure and you cannot overestimate the good Harriet's and your cheering presence will do Bess. Besides, a vacation just at this time will do both of you lots of good."

For three months after the change in ownership *The Spokesman-Review* continued as a four-page daily and an eight-page paper on Sundays. With the issue of Friday, September 28, 1894, however, it again became an eight-page daily. The Sunday issue was increased to twelve pages. Considerable experimenting was done with the logotype. For three months the name of the paper was printed in black letters with a single hyphen. That was changed to an outline letter with a double hyphen and, finally, with the issue of August 19, 1896, into a distinctive black letter with a double bar for the hyphen, the style followed since then except that, in 1935, one of the bars was dropped on recommendation of the newspaper efficiency expert, Colonel Guy T. Viskniskki.

What sort of men worked for *The Spokesman-Review* when it was still a small-town daily? No complete answer can be supplied, of course, but an idea as to the character of its personnel can be given by telling something about a few of the men who were on its editorial staff at that time and by tracing what became of them afterward.

In October, 1897, *The Spokesman-Review* added seventeen-year-old Gordon C. Corbaley to its pay roll at nine dollars a week. Born in California and raised on a farm in the Big Bend country of eastern

Washington, Corbaley was set to work writing advertisements for business firms. He also prepared circulars under the personal direction of W. H. Cowles. On the basis of these duties, Corbaley was *The Spokesman-Review's* first publicity or promotion man. He found the publisher a meticulous checker of details and says that at this time W. H. Cowles "had a hand in nearly every problem that came up in circulation, advertising, or the editorial end. He later transferred details to others but always seemed to know what was going on in the various departments."

Before long the ex-farm boy was given a new job, society reporter, with his salary upped to twelve dollars. Later he handled the police run and general assignments. Light is cast on the journalistic salaries of that period by the fact that the journalist from the Big Bend didn't reach the fifteen-dollars-a-week bracket until he went over the head of the managing editor and put his case before the publisher. "My demand that the salary go up to \$15 a week was not approved," writes Corbaley, "until after personal conference with Mr. Cowles, who said that under the friendly supervision of his office I was being developed into an efficient newspaperman and should not be too greedy about salary."

After he left the paper, Corbaley was engaged in the printing business, real estate, and civic activities in Spokane. From 1914 to 1917 Corbaley was secretary of the Spokane Chamber of Commerce and during that period worked closely with the publisher of *The Spokesman-Review* in various civic drives. At the beginning of World War I he was called to Seattle, serving as secretary of the chamber of commerce there until 1919. Going East, he became interested in the food industry and rose to the position of president of the American Institute of Food Distribution, Inc.

In the same year that the Big Bend farm lad gained a toe hold in the "newspaper game," a repertoire theatre company became stranded in Spokane. Trunks belonging to Ren Rice, stage director of the company and player of comedy and character parts, were in hock. What to do? Rice was acquainted with the city editor of *The Spokesman-Review* as both had previously been co-workers on the *Tacoma News*. When he asked his fellow journalist for financial aid

the city editor asked him to write an article on how it felt to be stranded with a busted show in a strange town. Rice wrote the story and it was printed. The following year, when the former actor was working for the *La Grande, Oregon, Observer*, Nelson W. Durham, managing editor of *The Spokesman-Review*, was looking for a reporter to fill in during the vacation season. The city editor recommended Rice, and dug up the story of the stranded theatrical company as proof that the La Grande journalist might serve. A telegram offered the ex-showman seven weeks' work. Rice took the job on that basis and remained with *The Spokesman-Review* for eight years. W. H. Cowles was building up *The Spokesman-Review's* service to the Inland Empire and Rice was made a sort of roving reporter. As outside correspondent he traveled widely over the Inland Empire, making friends for the paper and writing special articles about the districts he visited. The *Yakima Herald* reported, on April 20, 1899: "The Spokesman-Review has sent a special correspondent to this valley for a special write-up. He will be here a week or more. His name is Rice and he is accompanied by Mr. Thayer."

Even after he gave up newspaper work Rice returned to the editorial rooms at times in connection with the civic jobs he took on, including that of assistant secretary of the Spokane Chamber of Commerce, secretary of the 150,000 Club, secretary of the park board, and manager of the National Apple Show. For two years he was Spokane's chief of police; later he became a breakfast food manufacturer.

Malcolm Glendinning joined the staff of *The Spokesman-Review* on September 24, 1902. His father, James Glendinning, came to the United States from Scotland at the age of twenty, graduated from Cooper Union in New York, and, listening to the call of the western gold fields, went by rail in 1866 to Leavenworth, Kansas, outfitted a six-mule team, and drove across the plains to the gold-gulch town of Virginia City, Montana Territory. Here he met another hardy frontiersman, George L. Shoup. They became partners in mining, mercantile, and stock raising enterprises, with headquarters at Salmon City, Idaho Territory. In 1872 James Glendinning married

his partner's sister, Margaret Shoup. Their son Malcolm was born March 12, 1875, in Salmon City (now Salmon). Malcolm's uncle, George Shoup, became governor of Idaho Territory in 1889, governor of Idaho when it achieved statehood in July, 1890, and was a United States senator from Idaho for eleven years.

Sent East for his education, Malcolm attended St. Paul's School in Concord, New Hampshire, and Yale University, where he specialized in Greek and Latin. Returning West after graduating from Yale in 1898, he joined the staff of the *Salt Lake City Herald* as sports reporter. From 1899 to 1901 he was collector for the Rocky Mountain Bell Telephone Company in Salt Lake City, quitting that job to join in the gold rush to Buffalo Hump, Idaho. Then he participated in the Alaska gold rush. Back in the States after a year of grueling hard work as day laborer in a rich placer mine at Anvil Creek, near Nome, he landed the job with *The Spokesman-Review*. After that he held virtually every position in the editorial department. In 1942 he became managing editor and on December 1, 1949, editor, being succeeded as managing editor by James L. Bracken. He retired March 11, 1950.

Conner Malott, who became a prominent Spokane banker after his newspaper days were over, joined *The Spokesman-Review's* editorial staff when he was in his early twenties. Previously he had worked on newspapers in Kansas City, Cripple Creek (in a cellar below a dance hall), Rossland, and Republic. That was a good background for the assignment he got in April, 1899, when *The Spokesman-Review* sent him to Kellogg to cover the mining riots. On Tuesday, April 25, he came down to Wardner. The next day the union men turned back the Bunker Hill employees on their way to work.

A day or so later the Spokane reporter met J. D. Young, sheriff of Shoshone County, on the porch before Page's hotel at Wardner. The officer complained that Malott's correspondence misrepresented the union miners.

"You want to give them the best of it," the sheriff said.

*The Spokesman-Review* reporter replied that he did not mean to favor either the union or the mine owners, that he was there simply

to tell the story as it developed. Just then Eddie Boyles, president of the Wardner Miners' Union, came along.

"Have you any kick over the way I have reported the strike?" Malott asked the union official.

"No, you have given us a fair deal and that is all we want," Boyles replied.

Malott was on his way to catch a train the following Saturday when a mob of miners came down from Mullan and Canyon Creek on a stolen train to blow up the Bunker Hill and Sullivan mine and carried out their intention. The resulting story, one of the most sensational in the history of the Coeur d'Alenes, appeared in *The Spokesman-Review* on Sunday, April 30, 1899, under three column headlines, reading:

### BUNKER HILL MILL BLOWN OFF THE MAP BY A MOB OF MINERS

At impeachment proceedings brought against Sheriff Young the following July in Wallace, Malott was put on the stand by the state. His testimony casts light on the basic publishing policy of *The Spokesman-Review*.

Colonel Reddy, attorney for the defense, undertook a lengthy cross-examination of the witness, trying to make it appear that *The Spokesman-Review* had misrepresented the condition of affairs in the Coeur d'Alenes during the labor troubles.

"Wasn't it the sentiment of the paper to give a biased report of the strike here?" he inquired.

"On the contrary," replied the reporter, "my instructions before leaving the office were to make an absolutely impartial report of everything. Those instructions were later supplemented by a letter from the editor, in which it was again pointed out that the paper wished the strike handled in thoroughly independent style. Later, when I met the publisher personally, he reiterated those same instructions and told me to pound it into the authorities if necessary."

Some large Eastern newspapers sent staff members to cover the exciting events. One of these journalists, from a big city, got no closer to the scene of the labor strife than Rathdrum, Idaho, with many

miles of land and broad Lake Coeur d'Alene between him and the warfare. He sent in his dispatches from Rathdrum from what he could learn at that safe distance. The story was that, in turning in his expense account, this "war correspondent" had one item: "To expense of having one horse shot from under me in action, \$100."

*The Spokesman-Review* avoided the scareheads, trumped-up drama, and other characteristics of "yellow journalism." However, much of its news in the early days was highly sensational simply because it mirrored the life of its field.

Violence in the Coeur d'Alenes was matched by violence in other parts of the Inland Empire. Many stories in *The Spokesman-Review* in the nineties, and well along in the new century, dealt with train robberies, stage holdups, murders, lynchings, cattle rustling, horse stealing, and other crimes. Entrenched during frontier days, the lawless element was bold and brazen in its defiance of legal curbs.

In 1894 a jury at Dayton, Washington, deliberated on the case of Edward Hill, charged with murdering Langford Summers. Spectators were dumfounded when the jury foreman read the mild verdict, "guilty of assault and battery." Two months later a masked mob of about fifty men, supposed to come from Garfield and Pullman, surrounded the county jail at Colfax where Hill was serving time on the reduced charge. Forcing the jailer to give up his keys, they seized Hill and another prisoner, George F. Parker, who was being tried for murder. Taking these men to an upper floor of the jail they hanged both of them through a window.

In Pomeroy, another farming center, according to Judge E. V. Kuykendall, the saloonkeepers became so bold in flaunting their vices that public sentiment grew bitter against them. One liquor dealer, who had a wife of excellent character and three children, on more than one occasion hired a buggy at the livery stable and, in company with a woman of the red-light district, drove up and down Main Street, apparently for the sole purpose of exhibiting his contempt for decency and flaunting his depravity in public.

In Spokane the plea was made: "One cannot be too strict in a mining center." In the mid-nineties there were just two paved blocks

in Spokane, on Howard between Front and Riverside. Most of the city's gambling joints, and there were many of them, operated at all hours and were clustered around this locality.

"Another principal activity of the area," wrote Charles Heberd, "was the ancient occupation of prostitution, practiced in parlor houses dotting the area and in cribs lining Trent Avenue and Trent Alley."

*The Spokesman-Review* joined hands with the law-abiding element in working for a clean town. In 1895 the state legislature passed an act "to prohibit the employment of females in places where intoxicating liquors are sold as a beverage" but in Spokane the variety theatres operated in open defiance of this act. An ordinance forbidding the variety theatres was passed by the city council in 1895, but the mayor vetoed it.

In November, 1896, Mayor Belt issued a police order designed to keep the variety shows under better police surveillance. Theatre bands were forbidden to play in the streets without permits. On the stage, "all language or manners suggestive of indecency" was strictly forbidden. *The Spokesman-Review* commented: "Left to its own bent and inclination, vice knows no halting place. When long uncurbed, it grows flaunting and insolent." And again:

No especial objection has been urged against sales of liquor in the main body of the theatre, where male waiters serve the audience with drinks, but the moral sense of the community has been shocked by the coarse, lascivious influences exerted behind the curtains of secret boxes, where half-clad women plead with the occupants to buy liquor at prices absurdly in excess of the prices charged on the main floor of the theatre. The theory that vice and immorality are essential to the prosperity of a mining center has ceased to prevail in all well-regulated mining camps, and must not be permitted to control the city government of Spokane.

Proprietors of the variety theatres showed their disregard for the reform movement and boosted box-office receipts by staging parades on the streets of downtown Spokane on pleasant afternoons. Leading a colorful procession was the theatre orchestra playing sprightly airs. Next in the line of march came the male performers of the current show and, behind them, in smart carriages drawn by well-groomed horses from a local livery stable, rode the theatre's box rustlers.

Besides conducting the Coeur d'Alene variety theatre, Jacob Goetz (Dutch Jake) and Harry Baer maintained three bars, a gambling house, a café, and a Turkish bath under the same roof. *The Spokesman-Review* referred to it as "a department store of vice and immorality." During one of the recurrent reform waves the proprietors consented to the use of their largest barroom for religious services. Arrangements were made by Evangelist Frank Dickson, in charge of the Cliff House, where religious services were held for young men. He was assisted by Rev. A. R. Lambert of the First Methodist Church and Rev. M. E. Dunn of the United Presbyterian Church. Following is an account of the services, condensed from a front-page story in *The Spokesman-Review* for November 4, 1901:

#### BIBLES AND BEER BOTH HANDED OUT

At 4:30 o'clock Sunday afternoon the Coeur d'Alene bar began to fill with a motley but good-natured crowd numbering between 300 and 400 men. Gospel services had been announced for 5 o'clock but it was a few minutes after that hour when the preachers arrived. While waiting for the services to begin the audience was entertained with musical selections on the big mechanical pipe organ and the electric fountain silently winked its myriad of colored lights. On the arrival of the ministers the organ was hushed but the electric fountain kept up its ever changing rainbow of lights right through the services.

The three ministers took up a position to the right of the stairway leading to the gambling rooms, just under a large picture of "Satyr and Nymphs," a work which with several others strung along the opposite wall, was a remarkable example of the nude in art. In the rear were the bar and the barroom tables where luncheons and liquors are served.

The services opened with singing. First the men were asked to remove their hats. The request was instantly complied with and there were few who wore their hats throughout the services. "Dutch Jake" would forget occasionally and frequently found his hat on his head, but he always snatched the offending derby away instantly.

There was no interruption to the regular business of the place and the waiters were kept busy. Mingled with the hymns of salvation and message of religion were the clink of glasses, the maudlin utterances of tipsy men, the noise of shuffling feet, the hurrying to and fro of waiters with calls of "one stein," "one egg sherry," "one gin fiz and four whiskey cocktails," "ham and eggs," "two beers," and the score and one other phrases of the barroom.

"Dutch Jake" apparently was as pleased with it all as a boy with his first pair of red top boots. Even after the services began there was no diminu-



tion of the exuberance of Mr. Goetz. He was everywhere giving the glad hand to all and sundry. His joy was so great that frequent visits to the bar with nothing stronger than snips of beer could not be resisted and with his customary hospitality he did not partake alone but let his good will extend to all who would step up and join him.

Dr. Lambert soon had the crowd in good humor and when he came to speak of serious matters was accorded fair attention. Rev. Dunn made a strong appeal to the men to forsake sin for a religious life. Evangelist Dickson closed with an appeal to his hearers to attend church. Free Bibles were distributed to those who asked for them as long as the supply lasted. Services were closed by singing "Nearer, My God, To Thee." The entire crowd filed out in an orderly manner, although the siren voice of the big pipe organ was instantly started to woo them to remain.

In November, 1901, *The Spokesman-Review* opened a strong drive against the wine room and saloon-box evil, using both editorial and news columns in its attack. *The Spokesman-Review* showed that forty saloons in the city had wine rooms in connection with their bars. "In these saloons," it stated, "there are 97 private boxes and 30 of them are provided with couches which permit of immorality in its most depraved form." An editorial pointed out: "The wine rooms exert two demoralizing influences: They lure wayward girls and foolish women to ruin; and they are used by fallen women for purposes of solicitation."

As a result of the crusade, which had the support of the ministerial association and of the city's business and professional men generally, the Spokane chief of police ordered the saloonkeepers to remove the couches from the wine rooms and later to remove curtains from the private boxes.

News of all kinds—about the bicycle craze as well as the gambling joints, and about the sixty-three churches as well as the one hundred saloons called for steadily increasing space in *The Spokesman-Review*.

The year the *Review* and *Spokesman* were merged, 1893, Melville Stone, one of the country's ablest journalists, became manager of The Associated Press, the mutual, nonprofit service on which *The Spokesman-Review* depended for news outside its field. Under Stone's aggressive management the service was extended and improved. Stone went to Europe and secured exclusive rights for

Associated Press members to print news gathered by the Reuter's News Agency, of Great Britain, and allied news services in Europe. Forward steps also were taken by the AP in reporting national news events. All of this was of great benefit to *The Spokesman-Review*. One example was the Spanish-American War, outstanding news story of that period, on the coverage of which The Associated Press spent over \$300,000. Another was the news of the competition between Sir Thomas Lipton's yacht *Shamrock* and the American *Columbia*, off Sandy Hook in October, 1899. *The Spokesman-Review* gave three full columns on page 1 to the first of the races, comparable space to the others.

Other national and international news printed in *The Spokesman-Review* from 1894 through 1903 included: the Chinese-Japanese War; the march of Coxey's Army of unemployed on Washington; the Dreyfus affair in France; the Cuban revolution; the Greco-Turkish War; the gold rush to the Klondike; the Galveston hurricane and tidal wave of September 8, 1900, with the accompanying loss of 6,000 lives; the assassination of President William McKinley in Buffalo, New York, on September 6, 1901, and the subsequent inauguration of Theodore Roosevelt as President; the destruction of Saint Pierre, Martinique, overwhelmed by the eruption of Mount Pelée on May 8, 1902, with the loss of 30,000 lives, and the Iroquois Theatre fire in Chicago, December 30, 1903, with a death list of 602.

Outstanding Spokane news stories included these: the first fruit fair in October, 1894; a movement to raise funds to insure the location of the Fort George Wright army post in Spokane; the paving of Riverside Avenue; the departure of Inland Empire boys for war in the Philippines; the building of the courthouse, Empire State Building, Spokane Club, Great Northern depot, and many other structures; the starting of the first rural free delivery route out of Spokane; and the return of prosperous times.

Jimmie Durkin, colorful Spokane saloonkeeper, was the central character in one of the entertaining news stories of this period. To demonstrate the efficiency of advertising, in which he was a strong believer, he wagered a friend that he could place an advertisement

in *The Spokesman-Review* for cats and fill his basement with them. When a *Spokesman-Review* reporter, Malcolm Glendinning, went to get the story, he found the cellar of the saloon filled with felines and a terrific caterwauling assailing his ears. Durkin's phone was kept busy by women demanding that he return their pet tabbies and men were coming in person for their mousers. Boys had captured all the cats they could find and brought them to the saloon, there to collect the payment Durkin had offered in his ad. The headline for the resulting news item was:

CATS! CATS!  
CATS! CATS!

Inland Empire events played up in *The Spokesman-Review's* news columns dealt with the wave of immigration into the Pacific Northwest and the development of the region's farms, mines, lumber industry, and water power; with railroad building; with the growth and activities of such educational institutions as the University of Idaho, Washington State College, Whitman College, Gonzaga College, Cheney Normal School, and the opening of the State University of Montana at Missoula on September 11, 1895; the opening of Colville Indian Reservation to mineral entry and the ceding of a part of the Nez Percé Reservation to the United States; the payment of dividends by the mines of the Coeur d'Alenes, Rossland, Slocan, East Kootenay, Nelson; with new mining discoveries and the upward surge in prices.

A man hunt, starting on the west coast of Oregon in June, 1902, and reaching its climax two months later in the Big Bend wheat country, was one of the outstanding news stories of the period. Its denouement was one of *The Spokesman-Review's* great scoops, matching the news beat achieved in its report of the Bunker Hill and Sullivan dynamiting.

A cold-blooded killer, Harry Tracy, was guilty of nine murders when, heavily armed, he rode a buckskin horse into the Inland Empire from the Cascade Mountains on July 30, 1902. In Colorado he had killed a cattleman, Valentine Hogue, and William Strong, a boy. A convict at the Oregon State Penitentiary at Salem, he and

another prisoner, David Merrill, with rifles and ammunition smuggled into the prison by friends, had attacked their guards the morning of June 9. Frank Farrell, a shop guard, unarmed, was shot dead without warning. With a single shot at a distance of 150 yards Tracy killed Guard Jones, in charge of the north post of the prison. He used Guard Tiffany as a shield in escaping and, no longer needing him for that purpose, killed him in cold blood. Next victim was his partner in crime, David Merrill, with whom he quarreled, and then shot him in the back. From ambush the escaped convict on July 2 killed Charles Raymond, deputy sheriff of King County, and severely wounded another officer. Late that same day he shot Policeman E. E. Breece and fatally wounded Neil Rawley, a deputy game warden, when they attempted to arrest him outside a home in Seattle's Woodland Park district, where he had forced a housewife to serve him dinner.

The following condensation of the part of Tracy's exploits that took place in the Inland Empire suggests the flavor of many a *Spokesman-Review* news story in those days of six-guns and hard riding.

### THE STORY OF HARRY TRACY IN THE INLAND EMPIRE

Armed with two large Navy revolvers, a Winchester rifle and the battered gun with which he escaped from the Oregon penitentiary, Tracy became the unwelcome guest of W. A. Saunders and his son-in-law, S. J. McEldowney at their ranch six miles below Wenatchee on the Columbia river. Tracy's horses were jaded and toward evening he compelled McEldowney to turn them loose and bring him two fresh animals, a gray mare and a dark sorrel. Bidding the ranchers goodbye towards dark he rode off downstream. The following morning he forced the operator of a hand ferry to take him across the Columbia. Riding through the broken, sagebrush country north of the river he reached the elevated plateau of Douglas county and crossed Moses Coulee into Lincoln county, a district of thousand acre grain farms and cattle ranches, directly to the west of Spokane county.

As he traveled eastward on a peaceful Sunday afternoon, the outlaw saw another rider on the prairie and hailed him. The person he had accosted was a callow young ranch hand, George Goldfinch, employed by Adam Blanz, who had a farm ten miles distant. That was farther than Tracy cared to go and he ordered the youth to lead him to the nearest

ranch where he could get food and shelter. Young Goldfinch led the way to the ranch of E. B. and E. R. Eddy, two bachelor brothers, who farmed some 2,200 acres on Lake Creek about eleven miles southwest from Creston. Arriving at the Eddy home, a plain, frame shack, the two dismounted and entered the house. Not finding anyone there they went to the barn where the brothers were working. Tracy said, "You had better tell them who I am." The lad told them.

Tracy said he would wait at the ranch until his horses were rested. Tracy and Goldfinch made four at the Sunday night supper. Tracy realized that if young Goldfinch failed to return to the ranch where he was employed, a search would be almost sure to result and, to prevent this, after the meal, he gave the young man permission to return to the Blanz farm but cautioned him under threat of death to make no mention of meeting Tracy until Wednesday. He had found the same threat effective more than once since his escape. Promising to keep quiet, Goldfinch mounted his horse and rode off towards the Blanz farm.

Tracy soon had the Eddy brothers in a submissive mood. He took a bath and shaved while they waited on him. He slept in the haystack with one of the brothers. The other brother also slept outdoors, on the other side of the house. Neither brother slept inside the house at this time of year.

The Eddys were up at 5 o'clock Monday morning and their visitor helped them get breakfast and wash the dishes. He displayed interest in the farm work and would sometimes lend a hand. He was never without one of his weapons, generally carrying only his revolver but with rifle never far away. Seemingly in no hurry to leave the ranch he spent the second night as he had the first and was there throughout Tuesday.

In the meantime young Goldfinch was trying to make up his mind what to do. It was a hard decision to make. Tracy had made it plain that if he betrayed his presence before Wednesday the penalty would be death. Tracy's record as a wanton killer was known to everyone. Goldfinch thought it over Sunday night, all day Monday, Monday night. During all this time, spanning a long night, a long day and another long night, he took no step to notify the authorities. Tuesday forenoon, with another 24 hours to go before he would be free to tell the world about Tracy without incurring the risk of death, he saddled his horse and rode to Creston. There, greatly excited, he blurted out what he knew over the telephone to the Sheriff at Davenport. What he said being overheard, a posse was organized. It consisted of Deputy Sheriff Charles Straub, attorney Maurice Smith, Dr. E. C. Leonard, Frank Lillengreen and Joe Morrison.

Mounting their horses, and with rifles on their saddles, the five men started from Creston for the Eddy ranch that afternoon. Young Goldfinch, also, set out for the scene of action. Joining J. P. O'Farrell, city marshal of Davenport, he acted as scout, kept in touch with the guards, carried messages and orders.

The Creston posse arrived at the Eddy ranch at the close of the day's

work. Tracy was then in the blacksmith shop armed only with his 45 calibre Colt's revolver. The older of the two brothers had just come in from a meadow where he had been cutting hay. Tracy left the shop to help the farmer unhitch his horses from the mower. On reaching the team he saw the five men from Creston on a rocky bluff a little distance west. They were coming toward the farm buildings on foot, with rifles ready. Instantly Tracy ducked behind Eddy, ordering him to lead the horses to the barn.

"Throw up your hands, Tracy," came from the posse, but dashing inside the building the outlaw seized his rifle which stood in a nearby corner. Not a shot had yet been fired. Tracy crept along the wall of the barn on the side opposite from the bluff where the men from Creston stood; then he darted from the door and ran toward a haystack about twenty feet distant. A volley of bullets came from the posse.

Temporarily safe behind the stack, Tracy shot once at his pursuers but they protected themselves from his bullets by dropping behind nearby rocks. Seeing that he could be surrounded at the stack the outlaw dashed for a big boulder standing in the edge of a field of wheat. Then reaching the tall grain beyond, he crawled into it out of sight.

The posse on the cliff was ranged with Maurice Smith in the center and the other four in pairs to the right and left. From his post Smith presently saw Tracy crawl into a bare spot where the grain had been washed out in the runoff of the previous spring. He was following a shallow ditch. The Creston attorney opened fire on Tracy and called out his location to the other members of the posse.

To return the fire of his pursuers Tracy turned on his back and supported his rifle on his bended knee. Smith saw Tracy lurch over and crawl further into the wheat until he was out of sight.

Hearing the report of a revolver the men suspected the fugitive had killed himself but feared a trick. It was now too dark to do anything but wait for dawn. They kept guard over the field, being joined during the night by some fifty others.

Early in the morning Smith and Dr. Leonard went into the wheat field and found Tracy there dead and cold.

The bullet that wounded Tracy had bored through the lower part of the leg he was using for a rest, tore its way into the same leg above the knee and went into the outlaw's body. The bullet had severed an artery. The injured desperado had tried to stop the flow of blood by cinching his leg with a strap and knotted handkerchief, but realizing his situation hopeless he put the revolver to his head and ended his own life violently as he had the lives of others.

*The Spokesman-Review* staff correspondents were the only newspapermen present at Tracy's death. Substantial rewards had been offered for Tracy's capture—dead or alive—but young Goldfinch lost out on a technicality and got nothing. The reward money went

to the five members of the Creston posse. The thoroughness with which *The Spokesman-Review* covered the man hunt is shown by the amount of space devoted to the story. From June 10 through August 12 it totaled 1,947½ column inches.

Maurice Smith, one of the posse in at the death of Tracy, became commissioner of public safety in Spokane and, later, a prohibition agent. Malcolm Glendinning, later managing editor, recalls that when he came to *The Spokesman-Review* in September, 1902, the paper was still receiving bills for damaged vehicles and injured horses used by *Spokesman-Review* staff members covering the man hunt.

In 1897, and for several years thereafter, short stories and serials were run on the editorial page of the weekday *Spokesman-Review*. Authors included H. G. Wells, Harry Stillwell Edwards, Gilbert Parker, Ian Maclaren, Owen Wister, Amelia E. Barr, and other well-known writers. By 1897 the Sunday issue had sixteen pages—twenty pages on Easter. Features on an added page included a “Fashion Chat,” “Home Talk and the Progress of Women,” “M. Quad’s Barrel of Quaint Fun,” and “Fancy and Fiction.”

By 1899 “Answers to Correspondents” was a conspicuous Sunday feature. Example:

Is Emperor William of Germany the grandson of Queen Victoria?

KNOW KNOT.

Yes; his mother, Princess Victoria, was Queen Victoria’s eldest child.

By 1903 the number of pages in the daily *Spokesman-Review* ran up to fourteen; in the Sunday issue up to forty for the paper of December 20. In that holiday edition *The Spokesman-Review* had an eight-page tabloid section containing the full text of Dickens’ *Christmas Carol*.

Features and departments now included half-page book reviews; a society section; a department, “In Lodge Rooms,” for fraternal orders; “Quirks and Quizzes”; and a page in black and white devoted to “Best Fun of the Week By 20th Century Funmakers.” The page included a forerunner of the comic strip, the adventures of E. Z. Mark.

The new century saw a stepping up of space for sports events,

news of interest to labor, church programs and activities, the world of the theatre. Illustrations multiplied. Many half-tones were run now, as well as line cuts.

Occasionally *The Spokesman-Review's* front pages were brightened with a cartoon—but only occasionally until 1903. In that year a daily cartoon became a regular feature. Some of these were reproduced from other newspapers; others were the work of local artists.

The presidential campaign of 1896 was marked with great excitement in silver-producing states. As one of the great silver-producing areas the Inland Empire shared in that excitement. Two weeks before the election, a silver parade numbering 3,813 people marched through the streets of Spokane to display their enthusiasm for "free coinage of silver." *The Spokesman-Review* strongly supported Bryan in the campaign. A typical editorial stated: "Free coinage of silver would bring a double measure of prosperity to the section. Spokane and surrounding country would share the general return of better times and they would enjoy the even greater prosperity which would come with the infusion of new life into the silver mining industry."

While McKinley won over Bryan by 567,692 in a total vote of 13,503,584, the states of Washington, Idaho, and Montana all went solid for silver. Spokane cast two votes for silver against each vote for gold.

In the presidential campaign of 1900, *The Spokesman-Review* still regarded Bryan as a "great man" but showed less enthusiasm for the Nebraskan that it had four years before. It was dubious of Bryan's passionate desire to pull down the flag in the Philippine Archipelago and make craven terms with Aguinaldo and his scattered army. A *Spokesman-Review* editorial after Bryan's second defeat stated:

With a republican president and a house and senate behind him, the Philippine insurrection will be ended in quick order. Happily the long period of vacillation and uncertainty is ended. *Señor* Aguinaldo can not mistake the temper and purpose of the American people. His last hope is gone—the hope that Bryan would be elected and make terms for the furling of the flag and the withdrawal of the American forces.



This editorial carried a clear implication that *The Spokesman-Review* would not again support Bryan for the presidency. When Theodore Roosevelt became President and leader of the Republican party, upon the death of William McKinley, he could count absolutely on the support of *The Spokesman-Review*.

Both the *Review* and *Spokesman* had issued weekly editions. In 1896 W. H. Cowles added a semiweekly edition, the *Twice-a-Week Spokesman-Review*. This edition absorbed the weekly.

For editor of the *Twice-a-Week* the publisher chose Edwin A. Smith, who was telegraph editor for *The Spokesman* during the last five months of its independent existence. Smith was born of missionary parents in Balasore, India, October 2, 1853. At the age of eight he was brought from India to the old New England home of his parents where he remained and received his education, graduating from Bates College, Lewiston, Maine, in 1873. He studied law for two years and was admitted to the bar but, instead of hanging up his shingle, he decided on journalism as a career. His start in newspaper work was with the *Lewiston, Maine, Journal* in the fall of 1873.

The editorial staff of the *Twice-a-Week* was separate from that of the daily and Sunday issues. News of the day, culled and condensed from the daily and Sunday issues was supplemented with articles slanted for rural readers. "The Semi-Weekly edition reaches the farmers, miners, fruit growers, and stock raisers of the Pacific Northwest," stated a rate card. The accent was put on farming and stock raising. When the paper began, farming in the Inland Empire was in a rudimentary stage. The *Twice-a-Week's* editor knew the romance and hardship of pioneer farming and advised and cheered readers when they were waiting for neighbors, for roads, for markets. The paper reported the settlement of vast areas waiting for the plow, the winning of many fertile farms from the wilderness, the forest, and desert.

The editor from Maine had a wide acquaintanceship among Western farmers, orchardists, and stock raisers. He built up large and diversified mailing lists which he used in getting the viewpoints of dirt farmers on timely topics.

Starting with an average circulation of 2,838 in its first year, the *Twice-a-Week* gained subscribers each year over a long period. In 1903 its average circulation each issue was 29,447. A bond of confidence grew up between the *Twice-a-Week* and its readers and it flourished until good roads and motor transportation made it easy for farmers to get delivery of daily newspapers.

In a conversation in May, 1897, J. J. Browne expressed his willingness to sell the *Spokane Daily Chronicle* to W. H. Cowles. The *Chronicle*, with a circulation of about eight thousand, was making around two thousand dollars a year. W. H. Cowles estimated that he could run it for three-quarters of what it was costing Browne and in August the deal was completed. With the paper went the exclusive privilege of printing the day news reports of The Associated Press within a radius of sixty miles from Spokane. The managing editor of the *Chronicle* was Henry Rising, an ex-schoolteacher who had been educated as a civil engineer. He started newspaper work on the *Spokane Spokesman*, afterward joining the staff of the *Chronicle* as a reporter. In 1894 he had been promoted twice, becoming city editor and then managing editor. The business manager of the *Chronicle* was Thomas Hooker, who had come to the paper as a circulation solicitor in June, 1890, and was advanced to cashier, then to business manager. The new owner kept these men in the positions they held and left them to run the *Chronicle* as a competitor of *The Spokesman-Review* for news coverage, circulation, and advertising for more than twenty years.

The Goss press on which the *Chronicle* had been printed in the Auditorium Block was moved over to the basement of the Review Building, doubling the newspaper's press capacity.

Spokane's morning daily was accustomed to active competition. In 1902 another rival daily made a bid for circulation and advertising. In that year an able newspaperman, George Putnam, established the *Spokane Press*, an evening daily. Putnam had been Coast manager for the Scripps McRae Press Association in 1901 and private secretary of E. W. Scripps from 1899 to 1900. The group of papers to which the *Spokane Press* belonged included the *San Diego Sun*, *Los Angeles Record*, *Seattle Star*, *Tacoma Times*, *Portland*

*News, Sacramento Star, Fresno Tribune, Berkeley Independent, Oakland Mail, and San Francisco News.* To serve these papers with telegraph news, E. W. Scripps organized the Scripps Coast Press Association. The Newspaper Enterprise Association (NEA) also was his brain child. Its purpose was the co-operative gathering and distribution of news, features, cartoons, and comics. As a member of the chain the *Spokane Press* received these services, yet was able to sell for a copper coin. It became known as the "Penny Press."

At the time the name *Spokesman-Review* was coined, newspaper advertising in the United States had been sold for two centuries, but in all that time no systematic method had been devised to measure the amount of circulation advertisers were getting. In the days of the hand press circulations were small and an exact count of papers distributed might not have seemed important. With the invention of faster presses, however, there was wide variation in number of papers printed. Some advertisers wanted to know how many papers containing their ads were printed. In light of modern practices that seems as reasonable as wanting to know how many pounds of sugar you get for a dollar. Nevertheless, such information was hard to obtain. In 1869 George P. Rowell started publication of an annual newspaper directory. His efforts to obtain detailed circulation figures for his directory met with much resistance on the part of publishers.

While in New York in March, 1895, F. C. Goodin, business manager of *The Spokesman-Review*, wrote a letter to W. H. Cowles in Spokane, which indicates the antagonism many newspaper executives of the period felt toward circulation statements. Goodin wrote: "Rowell & Co. are still pushing for an itemized statement of circulation. I told Mr. B. [presumably, S. C. Beckwith, then "sole agent" for *The Spokesman-Review's* "foreign advertising"] that I considered it a species of blackmail that should not be tolerated. He confessed that almost all metropolitan journals looked at it in the same light and refused to comply with the demand."

Despite the business manager's opinion, the publisher of *The Spokesman-Review* agreed with Rowell. At first *The Spokesman-Review* supplied sworn statements as to its average circulation each

issue. In 1899 the Association of American Advertisers was formed and made an effort to verify circulation claims on the basis of uniform standards. With the consent of the publisher, association auditors went into the offices of the publication and checked its circulation records. However, many publishers refused the necessary permission. *The Spokesman-Review* was among the newspapers whose circulation was authenticated over a period of years by the Association of American Advertisers.

Advertising volume increased steadily. By 1903 several Spokane department stores were using full pages and even double pages on Sundays.

There was a distinct increase in the kinds of products advertised. In 1896 C. W. Post, breakfast-food manufacturer, was advertising his Grape-Nuts in *The Spokesman-Review*. Bicycle advertising was helping put the populace on wheels. Advertising of the Yost typewriter was starting the mechanization of business offices in which letters and legal documents still were being written tediously by hand. The advertising of cameras was introducing a new hobby.

From its earliest days *The Spokesman-Review* was consistently publicized. Then, as nowadays, prize contests gave a reason for keeping subscriptions paid up. Art gravure pictures of famous actresses and other celebrities were included with the Sunday editions as extra inducements to subscribe. Interest in forthcoming editorial features was aroused with announcements like the following:

“The Conversion of Major Harrington,” by Mary C. Francis, will begin tomorrow. This is a clever bicycle story by the well-known wheeling expert. The plot deals with the overcoming of an old man’s prejudice to the wheel. There is love and romance in the story, and some exciting race details that will interest every reader.

Excursions to near-by lakes for the boys who sold *The Spokesman-Review* were made annual events.

Result stories were used to encourage insertion of classified advertising. These “office ads,” as they would be called today, were carefully written and obviously were run on a scheduled basis, not merely as “fillers.”

Attention was directed to the display advertising columns. Articles about advertising run from time to time included statements like Barnum's "The road to fortune is through printer's ink" and Gladstone's "Nothing except the mint can make money without advertising."

Round-trip tickets to Chicago and San Francisco were offered as prizes in a contest designed to encourage readers to act on the merchants' announcements. Awards were given to the persons who made the closest estimates as to the lines of classified advertising that would be printed in *The Spokesman-Review* over a two-weeks period. But there was a rule that forecast the box-top requirement of later years: each entry had to be accompanied by a certificate from an advertiser showing that the contestant had spent a dollar or more for some article of advertised merchandise.

Not until 1898, eight years after his first investment in *The Spokesman*, was W. H. Cowles's Spokane newspaper venture turning a profit. A wryly humorous note was evident in Alfred Cowles's comment on the improved situation. He wrote his brother, from Chicago, October 30, 1898: "I want to call attention to the fact that it is a great pleasure *not* to have to pay drafts for you to 'blow in' on the Review."

Mechanically, *The Spokesman-Review* continued to step ahead. The same year the *Spokane Falls Review* became a daily (1884), Ottmar Mergenthaler, a mechanical genius of German birth, took out his first patent from the United States Patent Office on a type-setting machine.

Many others had tried to make such a machine and had failed. Mergenthaler hit on a new idea. Instead of trying to juggle rigid pieces of type as others had, he used molten metal in his machine. The operator's touch on the keyboard caused type molds to move into a line spelling out any desired words or set of figures and symbols. At another touch liquid metal poured into the molds. Cooled, the metal became a solid line of type the width of a newspaper column. Thus, any given piece of copy was set letter by letter or figure by figure and cast in metal, line by line. The type molds stayed in the machine and were used over and over. Early in the morning of

July 3, 1886, the inventor demonstrated his machine in the plant of the New York *Tribune's* publisher, Whitelaw Reid, who gave the machine a name: Linotype. The first machine was not entirely satisfactory. Mergenthaler made better ones. He took out patents on fifty improvements. There was a great potential market. In the year the *Spokane Falls Review* became a daily there were 1,178 newspapers in the United States. In 1894 the number had grown to 1,853.

As early as April, 1894, owners of Spokane and Portland newspapers were making plans to install the new machines. The *Portland Oregonian* started to use its linotypes June 16, 1894, trying them out on a long tax list. A biographer of Harvey Scott has stated that Scott was "only an editor." Letters Scott wrote W. H. Cowles regarding the typesetting machines reveal, however, that the editor of the *Oregonian* took keen interest in every phase of their operation, including cost of the operators, mechanics, wages of a boy to act as wiper and helper, and the cost of gas. He pointed out, "The four machines running eight hours will give you 140,000 ems per day or about 1,000,000 per week."

Four linotypes were installed in *The Spokesman-Review's* composing room, newly established on the ground floor of the building, off Monroe Street.

J. J. Browne had agreed to purchase two typesetting machines from the Mergenthaler Linotype Company; W. H. Cowles took over the contract and these machines were added to the battery in the composing room.

In its issue of September 30, 1900, *The Spokesman-Review* announced the installation of new printing equipment. The new press was a product of R. Hoe and Company. It could print four pages (or any even number up to twenty-eight), paste, fold, and count them. It enabled the publisher to fit the size of the paper to the news and advertising volume of the current day. The new press printed and folded 48,000 copies of an eight-page paper per hour, with lower output for larger sized papers. *The Spokesman-Review* pointed out to its readers that without the modern press, and the invention of stereotyped plates, it would be physically impossible for the great modern daily to exist.

## CHAPTER VIII

### Boom Times

*Period from 1904 Through 1913—Record-Breaking Tide of Immigration Pours Into Area Between Four Mountain Ranges—A Decade of Progress for The Spokesman-Review—Outstanding Journalists Join Its Staff—Paper Mill Is Built in Spokane Valley.*

NO COMPARABLE district in the United States waited so long to be settled as did the vast plateau between the Rocky Mountains and the Cascade Range. But when its hour for major development arrived, the influx of settlers to this district was of tidal-wave proportions.

From the United States census of June 1, 1900, to that of April 15, 1910, the population of the Inland Empire showed a gain of 379,446, bringing the total population of the area to 655,446, as compared with an even 276,000 a decade before. The gain was 137.5 per cent; the nation's growth for the same period, 21 per cent. In one decade more people by a hundred thousand swarmed into the Inland Empire than had come to this district throughout its previous recorded history, spanning a century. In the same ten years Spokane—hub of the empire—grew to 104,402 from 36,848, a gain of 183 per cent.

As N. W. Durham pointed out: "Spokane's phenomenal growth had scarcely a parallel prior to the nineteenth century. New York, founded in 1623, possessed a population two hundred years later that only closely corresponded to the present population of Spokane, and so late as 1840, Philadelphia, 160 years after its colonization by William Penn, fell 10,000 short of Spokane's census returns of 1910."

This sweep of population into the Inland Empire was the culmination of forces touched off a century before when the traveler, John Ledyard, in Paris, kindled the interest of the nation's third President, Thomas Jefferson, in the then unknown Pacific North-

west. It was a dramatic phase of the settlement of the Pacific basin by English-speaking people, a development in which the explorers by sea and land, the fur traders, missionaries, gold hunters, United States soldiers, the lumbermen, railroad builders and pioneers had all played a part.

In June, 1904, *The Spokesman-Review* had been continuously under one ownership and management for ten years. Records for that decade tell a story of growth. *The Spokesman-Review's* average circulation each issue for the weekday issue was 16,135 in 1904 compared to 3,888 in 1894; and for the Sunday issue, 21,697 in 1904 as against 4,537 in 1894.

The early history of *The Spokesman-Review* coincided with a period of exceedingly rapid development in newspaper advertising as well as of tremendous progress in its field. It was a period when advertising agencies multiplied and the services they rendered were expanded. When more advertisements were placed, *The Spokesman-Review* secured a share of them. In 1904 *The Spokesman-Review* printed 19,866 columns of display advertising, a four-year gain of 105 per cent. That year it carried 4,505 columns of classified advertising, a four-year gain of 129 per cent.

Increased advertising and circulation revenue helped finance a marked expansion of editorial services on *The Spokesman-Review*. The staff was increased, department editors employed, new features and services taken on, older ones expanded.

In February, 1910, *The Spokesman-Review* had 47 editorial workers in its Spokane office, 250 correspondents scattered throughout the Pacific Northwest, mainly in the Inland Empire. On its pay roll also were special correspondents at Washington, D.C., New York, Boston, Chicago, St. Paul, St. Louis, Denver, Salt Lake City, San Francisco, Los Angeles, and other metropolitan centers.

In addition to the regular correspondents, a half-dozen staff employees were constantly moving about the territory between the Cascades and the Rockies. These men had charge of the news gathering in their respective districts. When an event of special importance occurred, a trained reporter was sent from the home office to supplement the reports from the local correspondent.



The amount of copy reaching *The Spokesman-Review* news department steadily mounted. On a typical Saturday, February 5, 1910, three press reports brought 35,000 words, special dispatches 10,000 words more, and Inland Empire correspondence 15,000 words more, or a total of 60,000 words (the equivalent of a good-sized novel) in one night.

Not until the strenuous political campaign of 1896 did cartoons become a regular, established feature of American newspapers generally, although they had been used sporadically for many years before that. Cartoons had been run now and then in the "Spokane Falls" dailies. In 1903 a daily front-page cartoon became a regular feature of *The Spokesman-Review*, and, beginning in January, 1904, it had its own full-time cartoonist, William C. Morris.

Morris was born in Salt Lake City, Utah, March 6, 1874. As an artist he was self-taught. One of his earliest memories was of throwing turnips into the middle of the floor at his boyhood home that he might sketch them as they fell. At school he caricatured the celebrities of history. As a chalk talker in a minstrel show he gained experience in delineating the features of a donkey while some unsuspecting lad in the audience, with eyes uplifted, fondly imagined that his portrait was being drawn.

What was to develop later into a newspaper career began on the *Salt Lake Herald* shortly after he had tried his luck as a gold miner. Later he designed headings for a weekly publication, the *Spectator*, while pursuing the more remunerative vocation of carriage painting. At this period he did a portrait of a murdered Negro at a morgue and sent the sketch to the *Salt Lake Tribune*. He supposed it would be published anonymously but when it appeared, credit was given effusively to Morris. Subsequently, *Truth*, a contemporary publication, stated editorially that in deference to its own name it was obliged to remark that if the victim was in truth as vicious as the portrait indicated, he justly deserved his fate.

While employed as a clerk in a Salt Lake City department store he found time to embellish the store advertising with crude cartoons. One of his sketches represented his employers engaged in a battle royal in the interest of the public against the greedy shoe trust.

At the age of twenty-eight Morris moved to Spokane and spent a year as artist with the American Engraving Company, which made *The Spokesman-Review's* cuts. Here, as he put it, he was busied in producing the "tomato-can-label" variety of art. Then the position of cartoonist on *The Spokesman-Review* opened up. His life work no longer was in doubt and the record of his steady, consistent development is found in *The Spokesman-Review's* files during the next ten years. His cartoons were widely reproduced—in the *Literary Digest*, *Current Literature*, and other publications. He continued with *The Spokesman-Review* until the end of June, 1913, devoted about a year to *The Spokane Book*, containing caricatures of prominent Spokane men, then went East. He was cartoonist for *Harper's Weekly*, the *Independent*, the *New York Evening Mail*, the George Matthew Adams Service. One of the pioneers of animated cartoons, he was on the staff of Pathé Frères. In the 1936 presidential campaign he drew cartoons for the National Republican Committee. He died in Nyack, New York, April 10, 1940.

During his vacations, over a period of years, a local artist, Herbert Hodge, substituted. Born in a log cabin in Ohio, Hodge started drawing in school. His first artistic efforts meeting with success, he enrolled in the Mark Hopkins School of Design when he went West in 1903. This instruction was supplemented later by two years' study at the Art League in Spokane. While a student at the Spokane High School and Washington State College he helped illustrate the school papers and annuals: *Orange and Black*, *Evergreen*, and *Chinook*. When Morris left the paper the understudy stepped into the star's shoes, built up a following of his own.

During the boom period *The Spokesman-Review* had a succession of city editors. Breezing in with the new century was Conner Malott, who had covered the Coeur d'Alenes mining riots and other sensational events in days when crime was rampant.

He resigned to handle publicity for a fast-growing financial institution, the Spokane and Eastern Trust Company, being succeeded by a newspaperman from Des Moines, Iowa—Fred B. Gaston, who became secretary of the 150,000 Club, then editor of the *Wallace*

CARTOON SIDE LIGHTS ON THE DECADE  
THAT PRECEDED WORLD WAR I



WILLIAM C. MORRIS

The social ferment of the then new twentieth century was at work when the cartoons on the following pages appeared in *The Spokesman-Review*. Drawn by William C. Morris, the newspaper's cartoonist from January, 1904, to July, 1913, these pictures afford a graphic record of various events, problems, evils, diversions, and accomplishments in the decade that preceded World War I. Some of the cartoons definitely belong to a day that is past and take on special interest from that fact. The theme of others seems as up to date as today's newspaper.

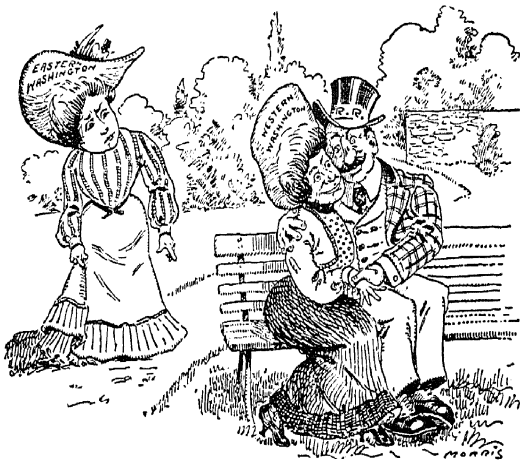


### RUSSIA MAY GET HURT

February 23, 1904

The plan of campaign, as arranged by Russia, is to invade Korea and crush the Japanese by sheer weight.

Russia and Korea were in the public eye in 1904, as they have been again since 1950. Russia had pushed down through Manchuria to Korea (across the sea from Japan) and in its attack on the Nipponese armies threatened to (and later did) invade Korea.



November 11, 1904

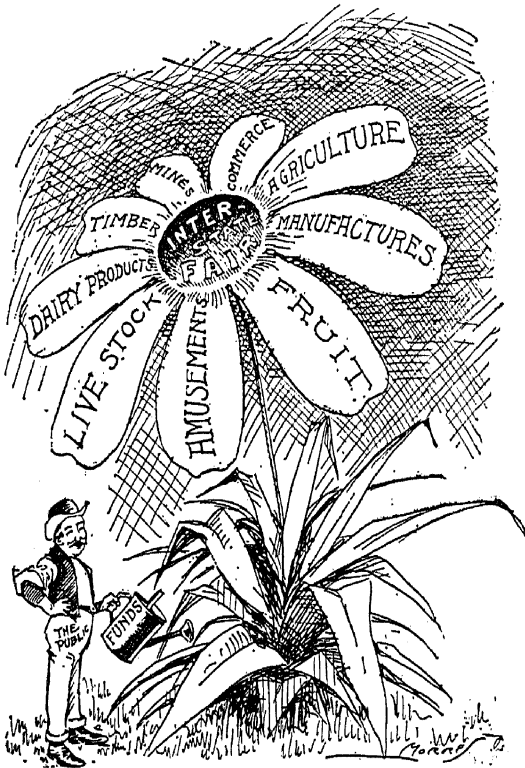
MISS EASTERN WASHINGTON: "I'll reform that wayward sister yet."

The railroads were wooing cities on Washington's west coast with preferential freight rates. See Chapter XIV.



February 4, 1906

HAUNTED



May 18, 1905

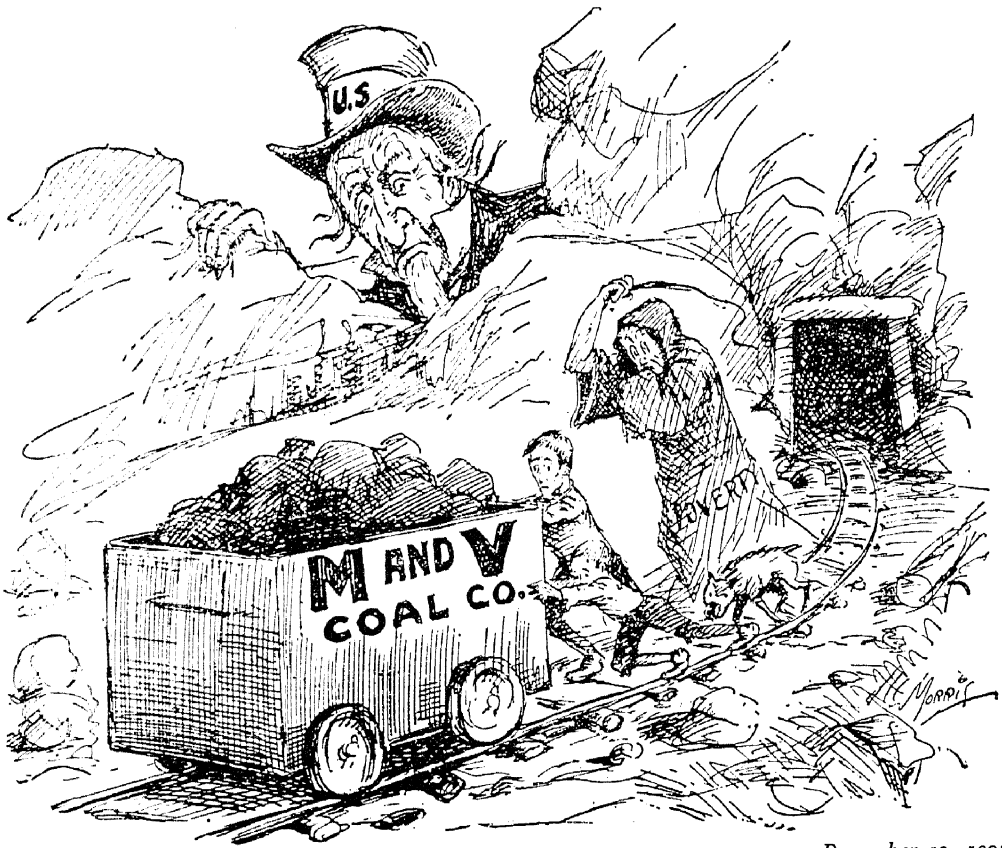
A HARDY ANNUAL BLOOMING EVERY OCTOBER



June 19, 1905

THE WIZARD OF INTERNATIONAL HORTICULTURE MAKES THE BIG STICK BLOOM

Theodore Roosevelt negotiated the peace between Russia and Japan.



December 10, 1905

UNCLE SAM: "I must grapple with that."  
 ("Ten thousand children are working in American coal mines.")



March 4, 1906

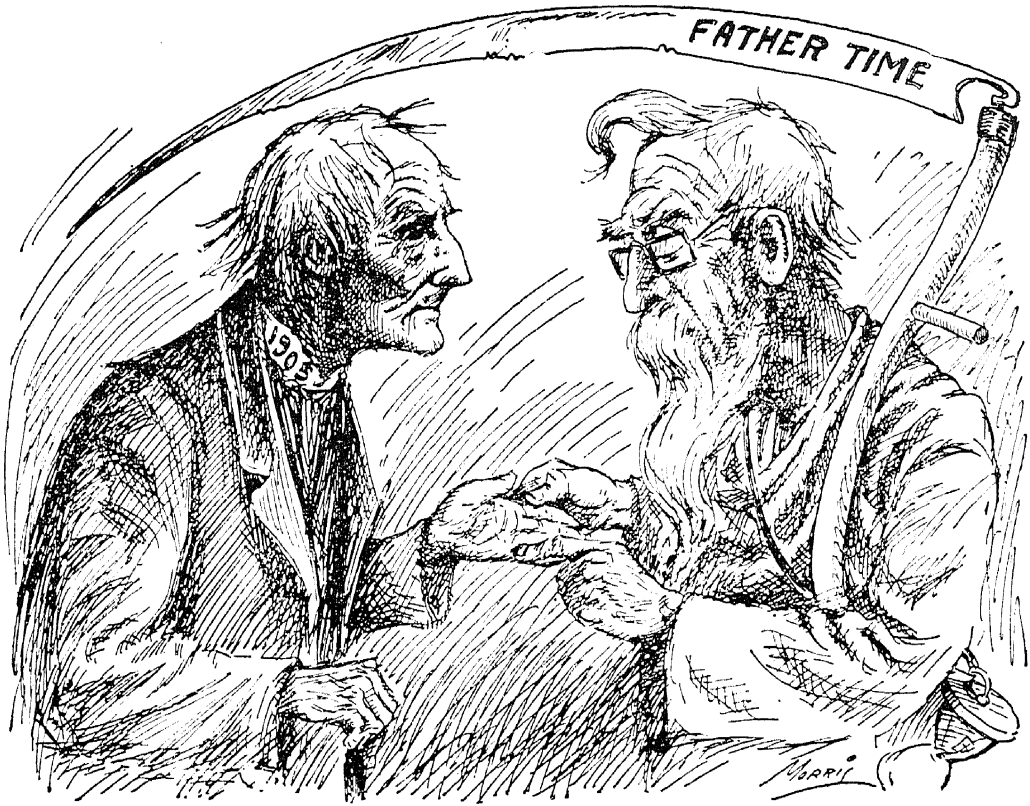
MISS SPOKANE (to an old-time friend):  
 "Delighted to see you again on easy street."



February 24, 1906

MISS SPOKANE (tasting her first Wagnerian opera):  
 "Do I like it? Yes? No?"

The Le Roi was a highly productive British Columbia mine. Developed by Spokane men, its rich output helped build the city.



December 26, 1905

FATHER TIME (reading palm of 1905): "I see an impending break in your life line."



January 31, 1906

BASEBALL IN THE NORTHWEST IS  
WAKING UP



February 21, 1906

JUSTICE: "I shall strip the mask from  
this fiend and reveal his identity."

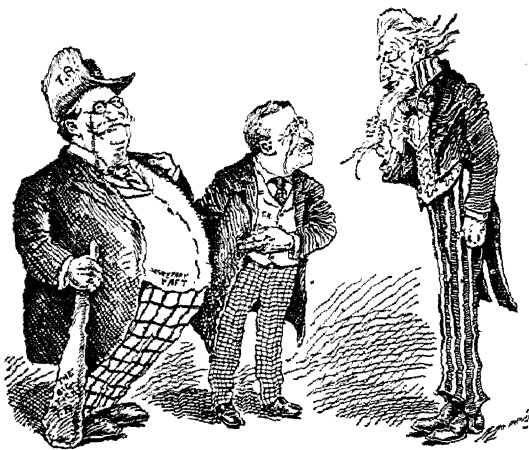
The inspiration for this cartoon was the question:  
Who was guilty of setting the dynamite bomb that  
killed Governor Frank Steunenberg of Idaho?



April 24, 1906

### THE LAST ROUNDUP

"Two hundred roughriders are now rounding up 6,000 horses in the Ephrata country. These will be shipped to eastern markets and it is thought that, owing to the invasion of the range by wheat growers, this will be the last great roundup in this state."



March 23, 1907

PRESIDENT ROOSEVELT: "Can't you take him for my third term?"

Before and during the presidential campaign of 1908, William Howard Taft was known as "Roosevelt's man."



SHE LIKES IT

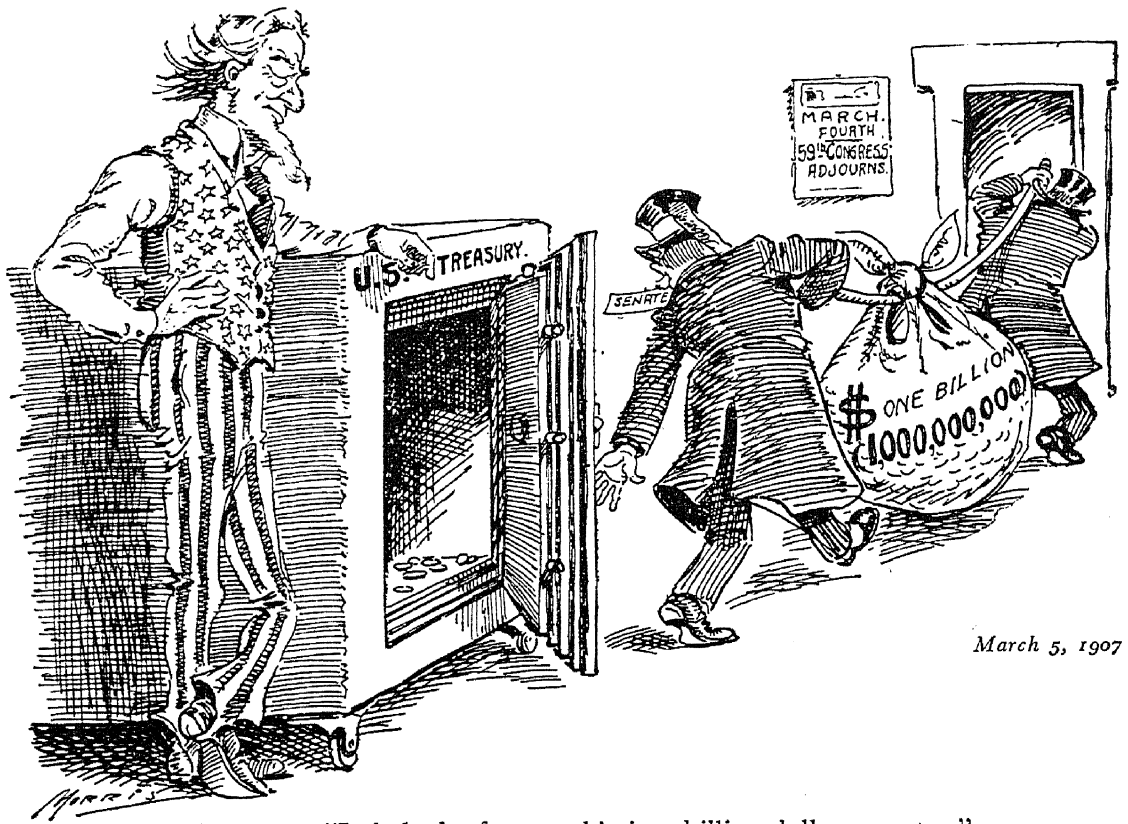
April 24, 1907





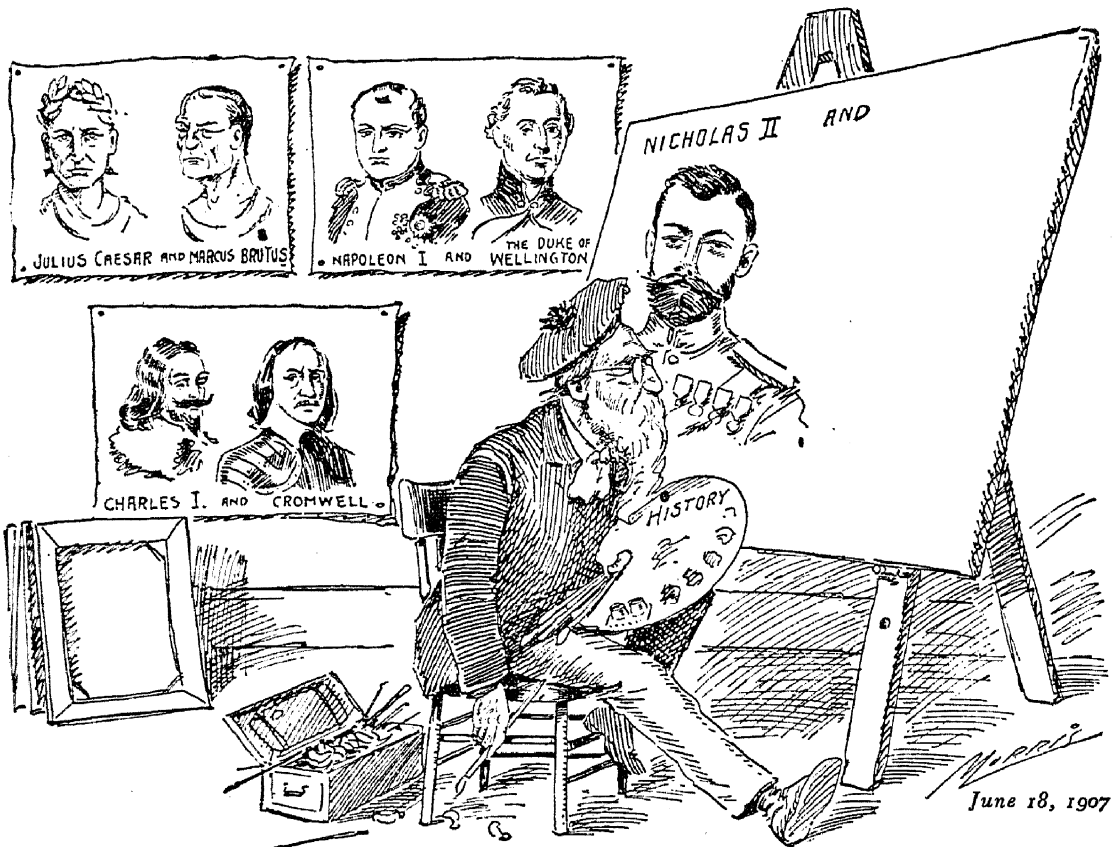
June 16, 1907

THE HAGUE CONFERENCE—FRONT AND REAR VIEWS



March 5, 1907

UNCLE SAM: "It is lucky for me this is a billion-dollar country."



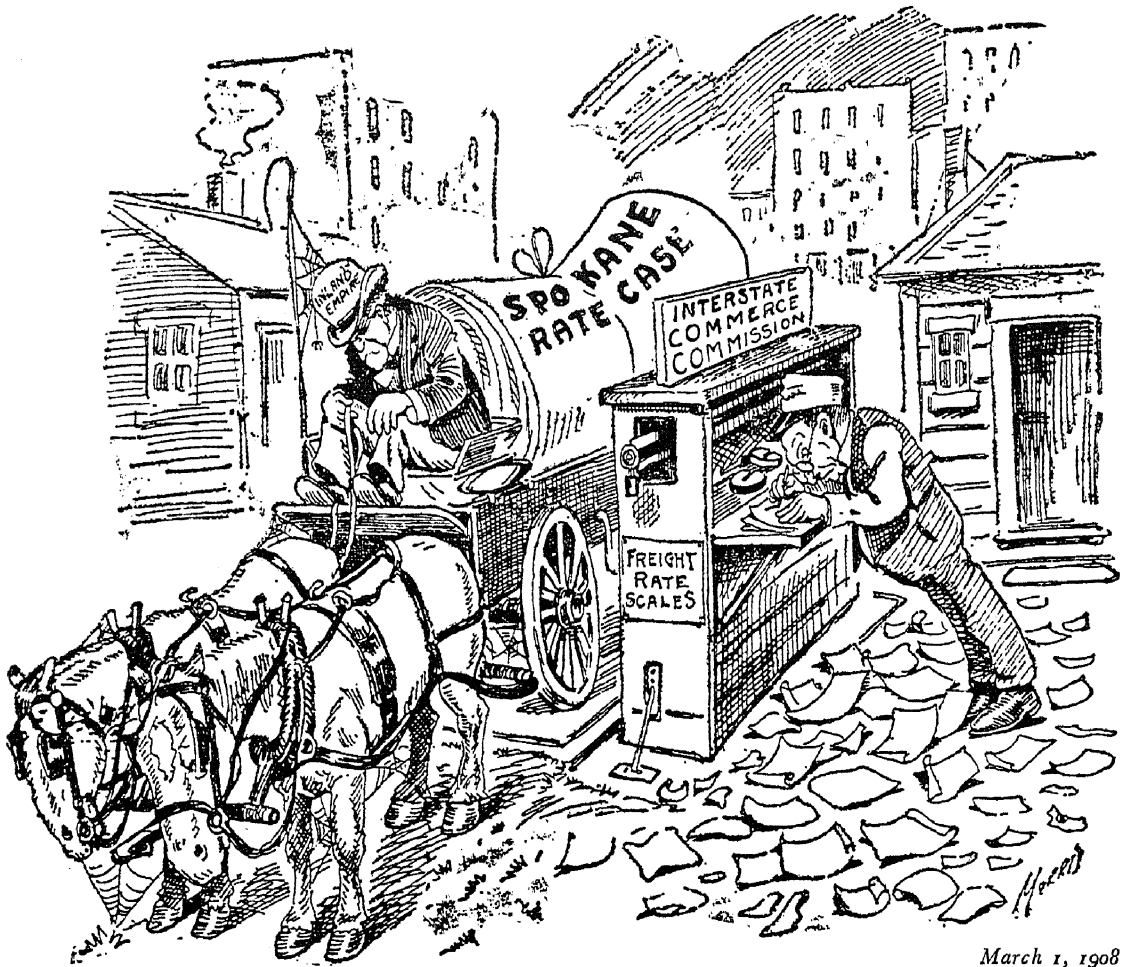
June 18, 1907

THE UNFINISHED CANVAS



October 29, 1907

"Oh, the Bulldog on the Bank and the Bullfrog in the Pool."



March 1, 1908

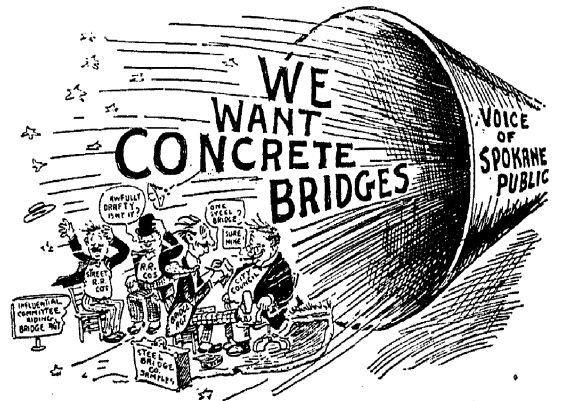
WAITING!

See Chapter XIV: "City Versus Railways."



March 5, 1908

DEMOCRACY: "I hope it will take this time."



September 24, 1908

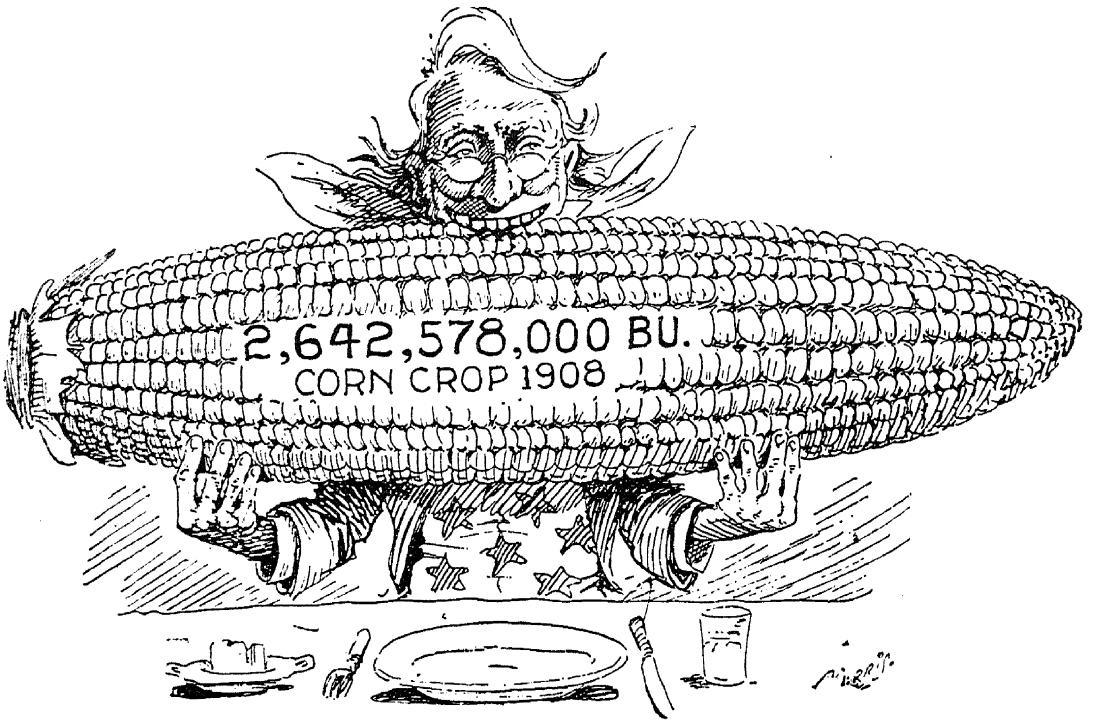
NONE SO DEAF AS THOSE WHO WILL NOT HEAR



October 1, 1908

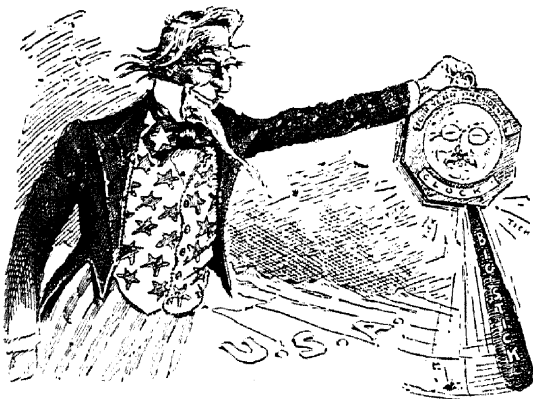
PRESIDENT ROOSEVELT: "You've had no experience, Mr. Bryan, while Secretary Taft and I have been navigating these waters for several years."

William Jennings Bryan, for the third time, was running for President on the Democratic ticket against Taft, the Republican candidate, who was supported by Theodore Roosevelt, then President.



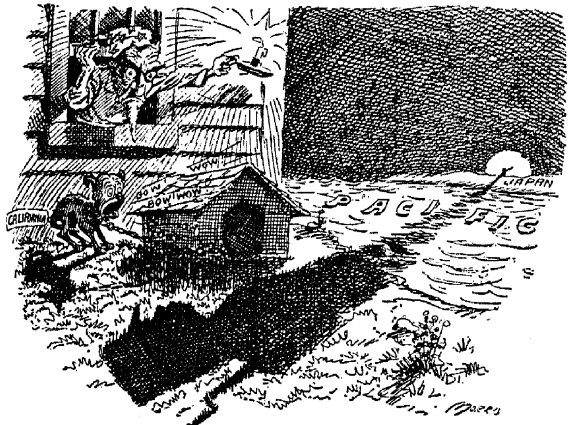
November 10, 1908

BIGGER THAN EVER



January 15, 1908

GUARANTEED TO SWING UNTIL  
MARCH 4, 1909.



January 27, 1909

UNCLE SAM: "Drat that pup! Can't he see  
it's only a shadow?"



February 6, 1909

THE ELEPHANT KNOWS A GOOD THING WHEN HE SEES IT

At this time Marion E. Hay, of Wilbur, honest and forthright lieutenant governor of Washington, was acting governor of the state owing to the serious illness of Governor Samuel G. Cosgrove. The above cartoon revealed *The Spokesman-Review's* warm approval of Hay's reform administration. Hay became Washington's governor on March 28, 1909, upon the death of Governor Cosgrove.



March 4, 1909

UNCLE SAM: "Good-by, Theodore. Take good care of yourself."



January 29, 1909

CUBA TRIES IT ONCE MORE



April 21, 1909

NEWS ITEM: "For the first time in the history of Washington, D.C., a president and vice-president of the United States attended a ball game."



February 14, 1908

UNCLE SAM (to John Bull): "I sometimes think if I had less hair and you had more, we should both be better off."



September 16, 1908

LOOK OUT FOR YOUR COMBUSTIBLES

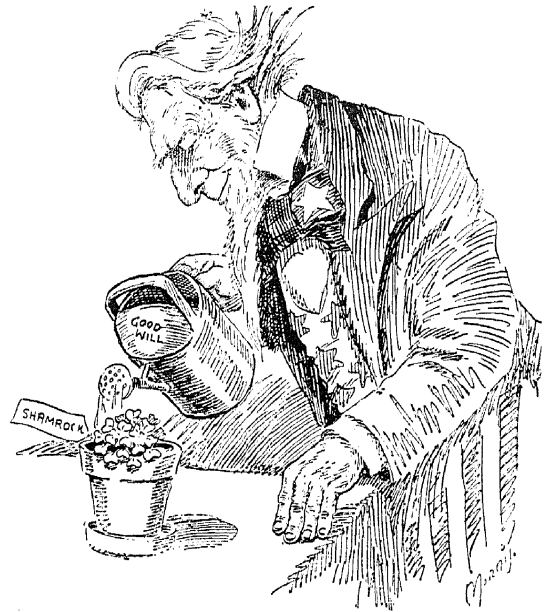
Eugene V. Debs was the Socialist candidate for President in 1908.





March 6, 1909

PRESIDENT TAFT LEAVES THE OLD SIGN UP AND ADDS ANOTHER.



March 17, 1909

ST. PATRICK'S DAY



April 28, 1909

A. B. Campbell, vice-president of the Washington Water Power Company, is going to deliver the votes of 80 per cent of its employees to Omo.

In 1909, as now, the Washington Water Power Company was a strong Spokane corporation.



May 12, 1909

PRESIDENT TAFT: "We have been too indulgent to this friend and ward."



August 27, 1909

PRESIDENT TAFT: "Uncle, you should start a savings bank; he would trust you."



May 6, 1909

UNCLE SAM'S NIGHTMARE, THE DEATH-BEARING HOUSEFLY.



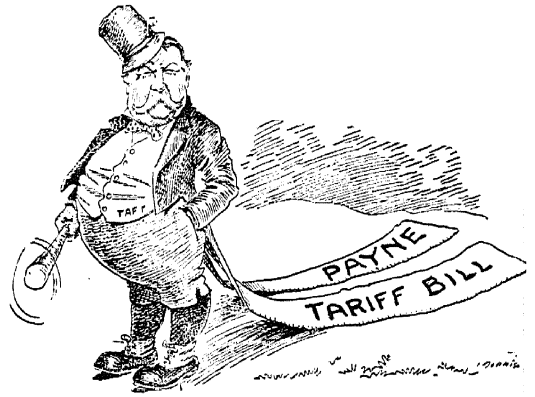
July 6, 1909

PAYING THE FIDDLER



August 16, 1909

A SQUARE DEAL



September 19, 1909

TAFT: "Where's the man that dares to tread on the tail of me coat?"



August 21, 1909

"Which shall it be, which shall it be.  
I looked at Bill, Bill looked at me."

Gifford Pinchot, Chief of the Bureau of Forestry, and R. A. Ballinger, Secretary of the Interior, were at odds. President Taft's decision was to dismiss Pinchot.



October 11, 1909

HIS LAST WALTZ



October 24, 1909

ANOTHER AFFINITY AFFAIR?

Des Moines, Iowa, had the commission form of government for which *The Spokesman-Review* crusaded. Under a new charter, approved by the voters, the new system went into effect in Spokane on March 14, 1911, and since then this city has been governed by five commissioners.



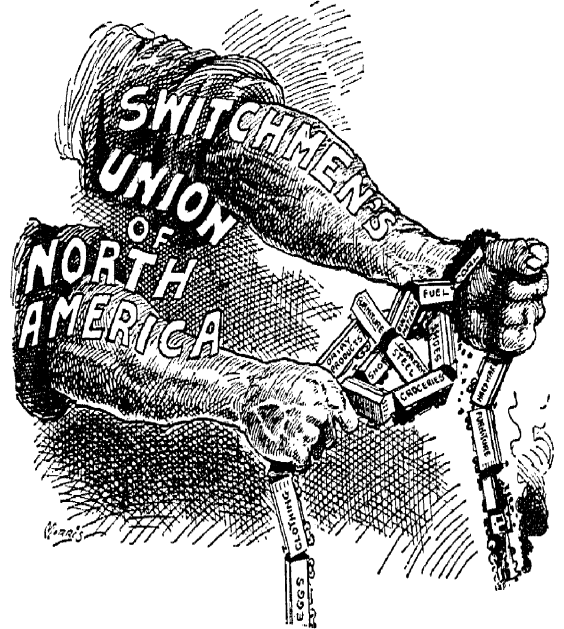
December 8, 1909

A BIG PARTY, A BIG MAN AND A BIG MESSAGE.



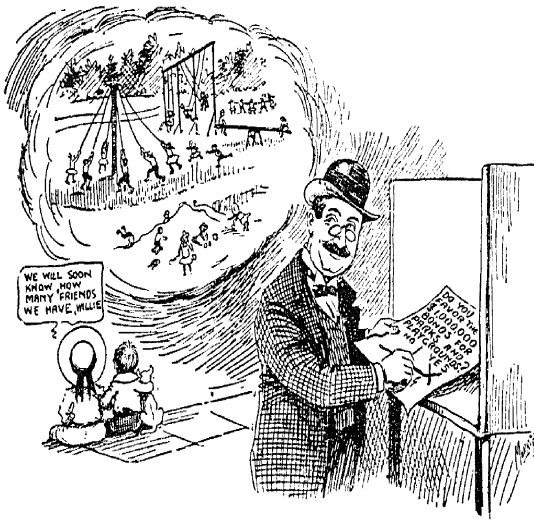
December 29, 1909

DANGEROUS BAIT



December 2, 1909

TIED



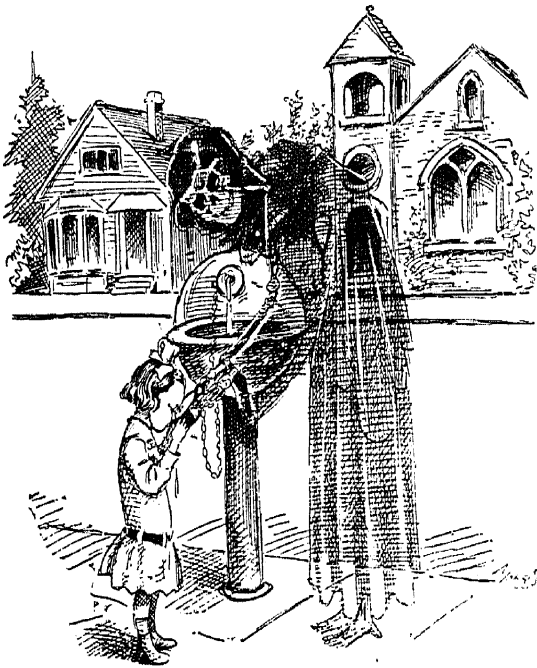
May 3, 1910

WHY NOT?



June 8, 1910

THE GRADUATE: "Now, then, where is the world I am to conquer?"



May 14, 1910

THE PUBLIC DRINKING CUP



June 14, 1910

THE BULL FIGHT

Two of *The Spokesman-Review's* many crusades are suggested by cartoons on this page—the million-dollar bond issue for city parks and the campaign against the public drinking cup.



August 10, 1910

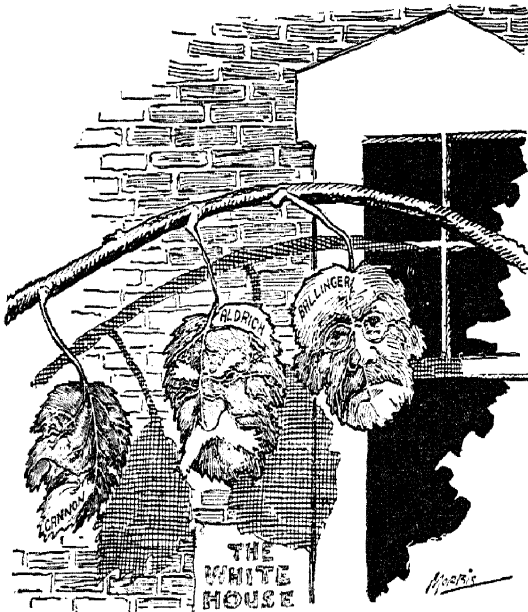
ROOSEVELT: "No race suicide about you, Uncle Sam."

NEWS ITEM: "Indications are that the census report for 1910 will show an increase of more than 10,000,000."



August 18, 1910

THROWN TWICE, BUT . . .



September 9, 1910

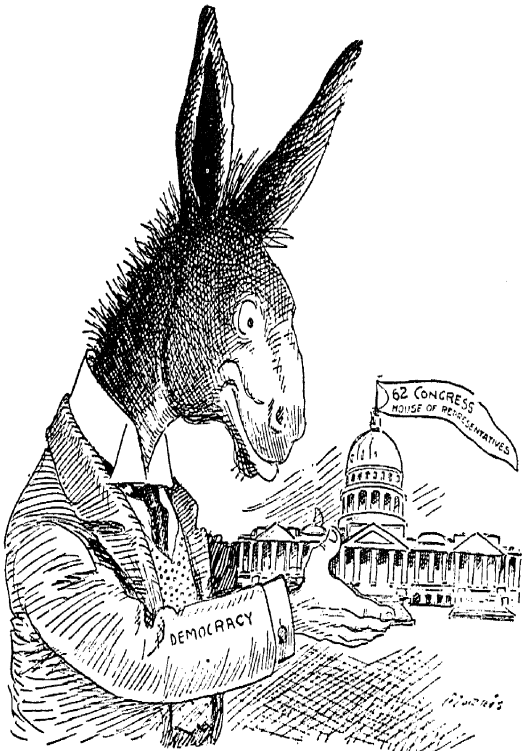
SOON THE LEAVES WILL BEGIN TO FALL



June 25, 1910

THE POSTAL SAVINGS BANK WILL SOON BECOME A LAW.

Joseph J. Cannon was Speaker of the House of Representatives; Nelson W. Aldrich was an extreme high-tariff advocate; R. A. Ballinger, Secretary of the Interior, was the target of the insurgent fight for maintenance of Roosevelt policies.



November 10, 1910

“WHAT WILL I DO WITH IT?”



August 31, 1910

UNCLE SAM: “It doesn’t seem possible that ten years ago I was dandling you on my knee.”

In the ten years since 1900, Spokane had grown from 36,848 to 104,402, a gain of 183 per cent.



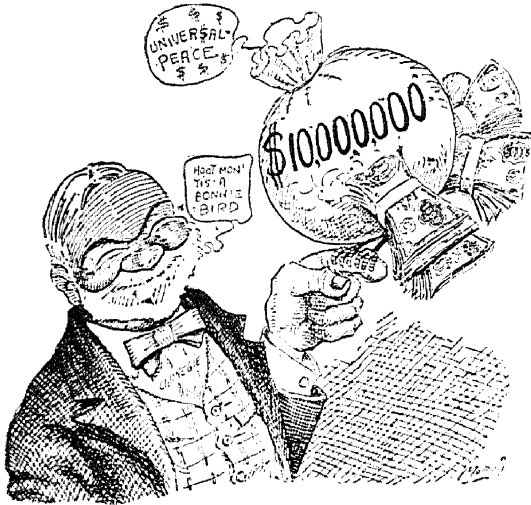
September 7, 1910

WHAT HEAVENLY HARMONY



October 8, 1910

COLONEL ROOSEVELT IS MAKING SPEECHES IN THE SOUTH.



December 16, 1910

### THE NEW DOVE OF PEACE

Under the leadership of President Taft, Congress ratified an agreement with Canada which provided for virtual free trade with the United States. After seeming to favor the measure, Canada rejected it.



April 23, 1911

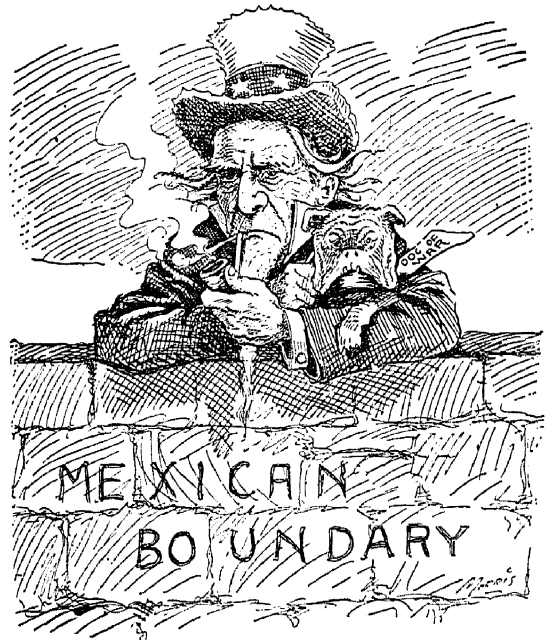
### UNCLE SAM: "It's up to the Senate now."



February 8, 1911

### SIFTING THE CHAFF FROM THE WHEAT

Ninety-three candidates had qualified for the five positions of Spokane city commissioner.



March 11, 1911

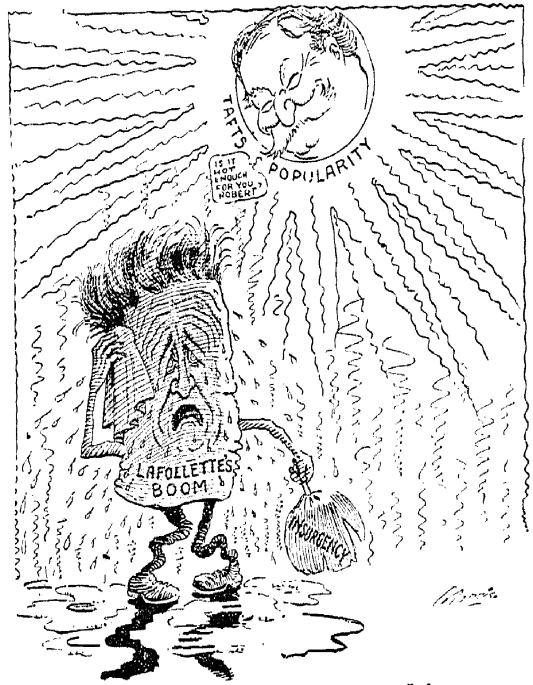
### UNCLE SAM: "What's the rumpus down here?"





December 31, 1910

CONDUCTOR: "Beg your pardon, old man, but this is as far as we go."



July 13, 1911

ANOTHER SUFFERER FROM THE HEAT

Robert M. La Follette, insurgent senator from Wisconsin, was an active candidate for the Republican presidential nomination.



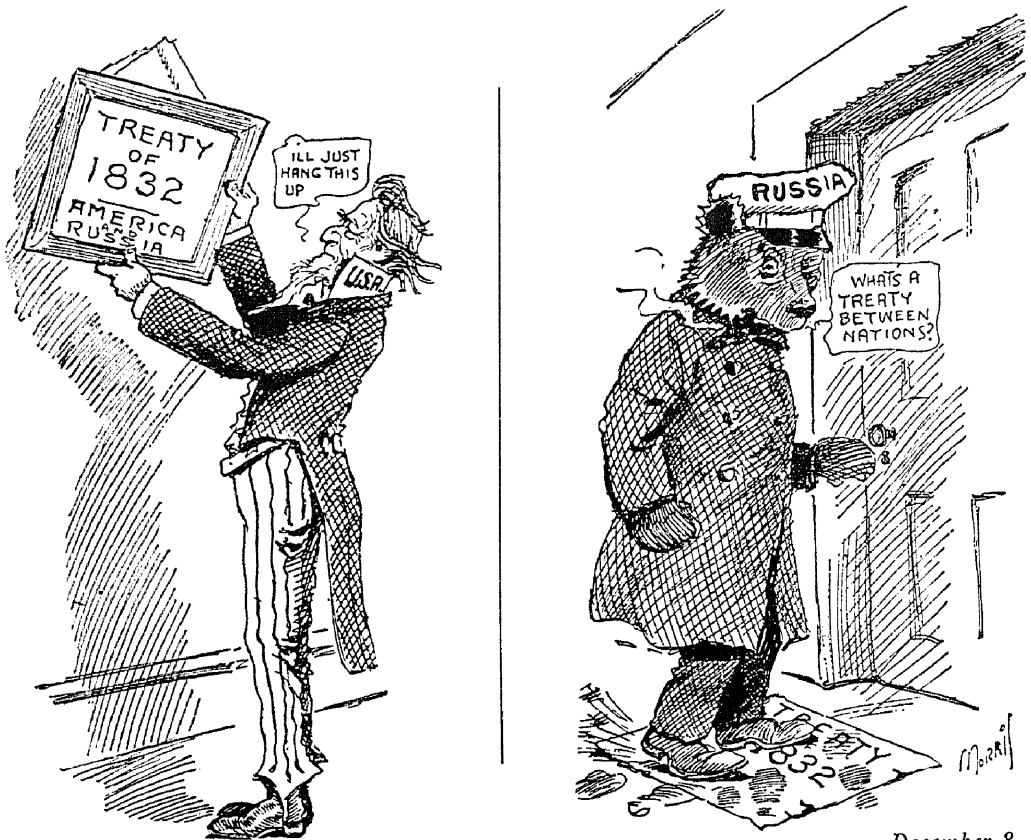
August 9, 1911

TIME TO FIX THE SCREEN



August 3, 1911

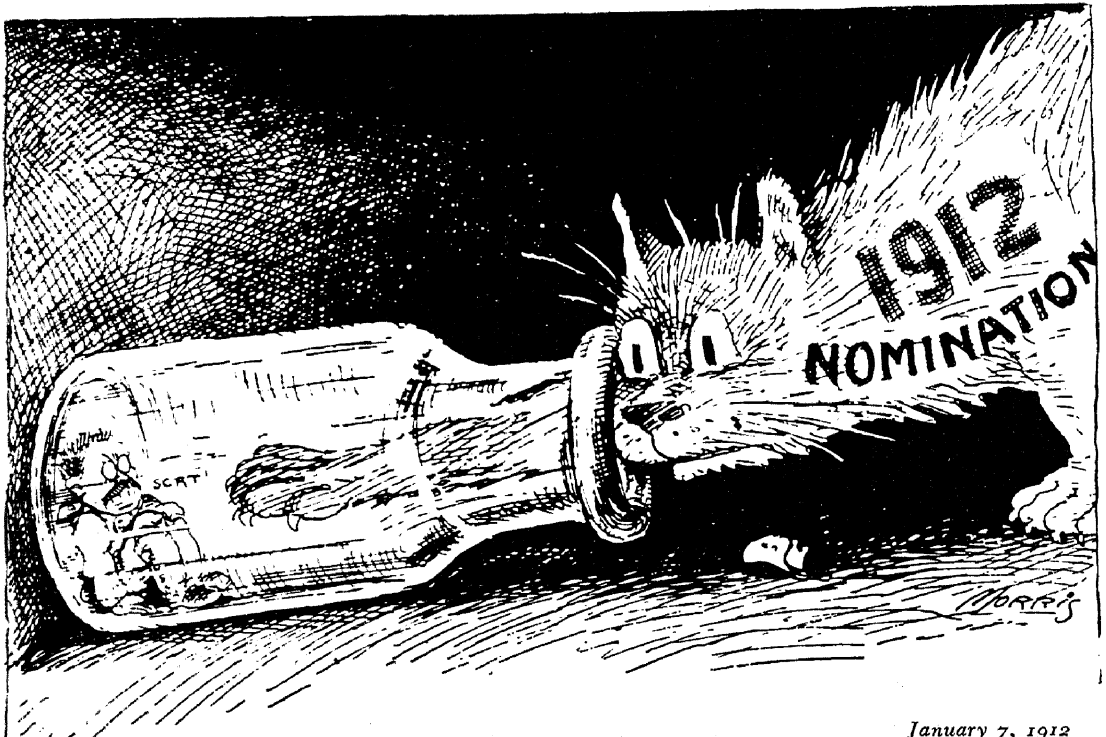
HER FIRST STEP DOWNWARD



December 8, 1911

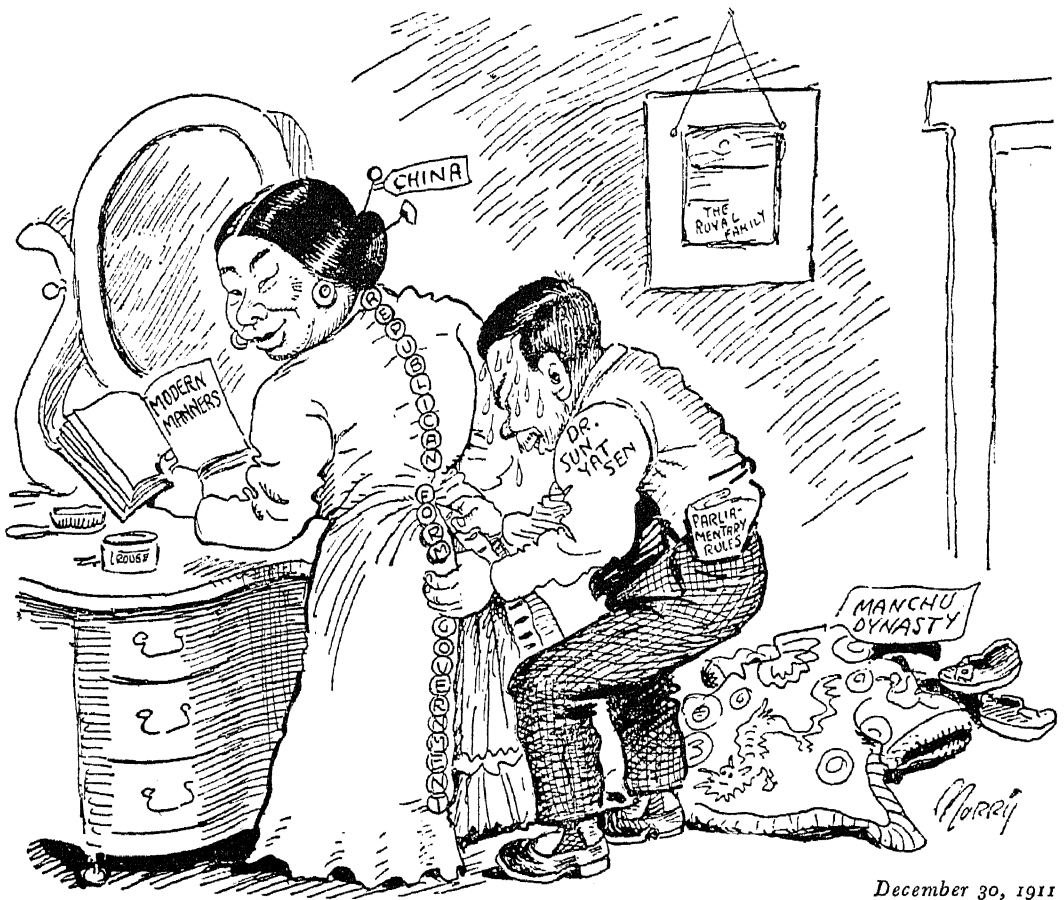
**TWO WAYS OF TREATING A TREATY**

Russia had refused to honor the passports of American Jews, in violation of the treaty of 1832 between Russia and the United States.



January 7, 1912

**COLONEL ROOSEVELT DECLARES HIS INTENTION OF BOTTLING HIMSELF UP. NEWS ITEM.**



December 30, 1911

CHINA: "My glacious! Hooke up my dless; gettee move on."

Following a revolution, in which the Manchus had been overthrown, the emperor had abdicated and China had become a republic.



January 19, 1912

HE FIRED THE COOK

Woodrow Wilson had broken with Colonel George Harvey, who had been strongly advocating Wilson for President in *Harper's Weekly*, of which Harvey was editor.



January 24, 1912

FAMINE: "After you, General."



March 15, 1912

"The flowers that bloom in the spring, tra-la, have something to do with the case."



April 20, 1912

UNCLE SAM: "Let the *Titanic* knell the end of sacrificing life for speed."



July 10, 1912

THE GRAND OLD PARTY: "If it wasn't for the burden, I believe I could save myself."



September 10, 1912

UNCLE SAM: "When you say the word, I'll let go, William."



September 13, 1912

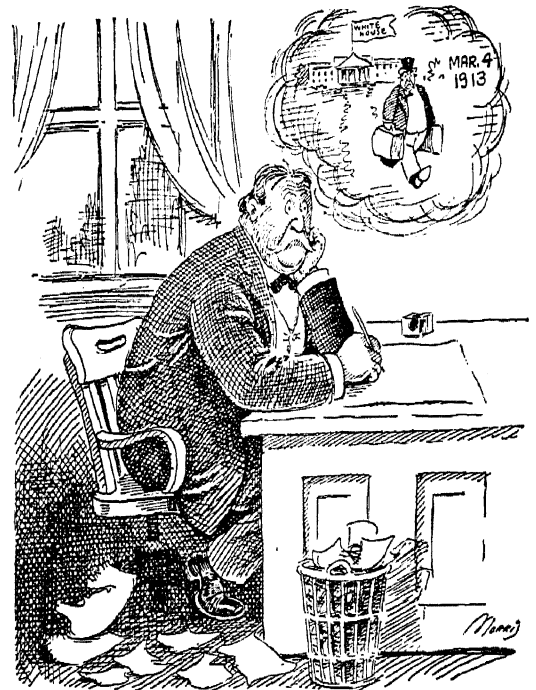
THEY CANNOT DO WITHOUT HIM



September 22, 1912

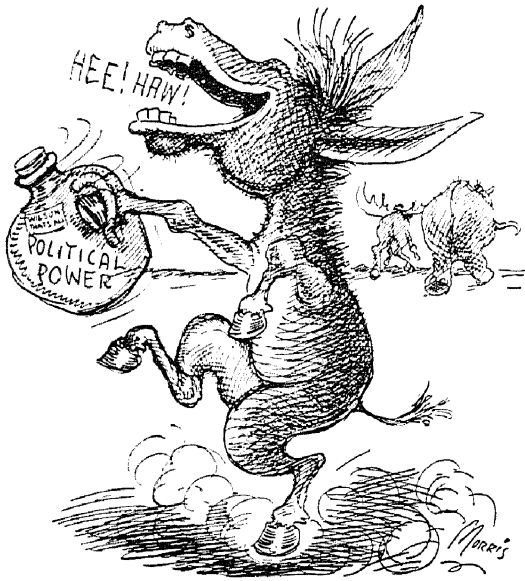
THEODORE ROOSEVELT: "Can you imagine that?"

Apropos of Roosevelt's Omaha speech.



October 13, 1912

PRESIDENT TAFT: "What can I say in my Thanksgiving proclamation?"



November 6, 1912

LET US HOPE IT DOESN'T GO TO HIS HEAD.



December 28, 1912

PRESIDENT-ELECT WILSON'S NIGHT-MARE

Elected President, Woodrow Wilson had the problem of how to pay his political debt to W. J. Bryan, whose support had turned the tide for him at the nominating convention and who still wielded great influence in the Democratic party.



December 18, 1912

CHORUS: "Can't he talk?"



February 14, 1913

COLONEL ROOSEVELT: "Fusion is all right, providing I do the fusing."



March 4, 1913

HE GOES IN LIKE A LAMB



April 12, 1913

UNCLE SAM: "Hold on, Woodrow, are you trying to make a goat of your uncle?"



March 9, 1913

WHICH?

A common problem in the large cities, evidenced by testimony in the Illinois vice investigation.



April 19, 1913

UNCLE SAM: "She won't have you and I can't make her, so what are you going to do?"





*Morri.*

May 28, 1913

UNCLE SAM: "Just dress the Little Feller in the latest style, Mr. Congress."

Under the leadership of President Woodrow Wilson, Congress was considering currency and banking reform. In December, 1913, it passed the Federal Reserve Act.



*Morri.*

June 9, 1913

THE NEW STYLE?

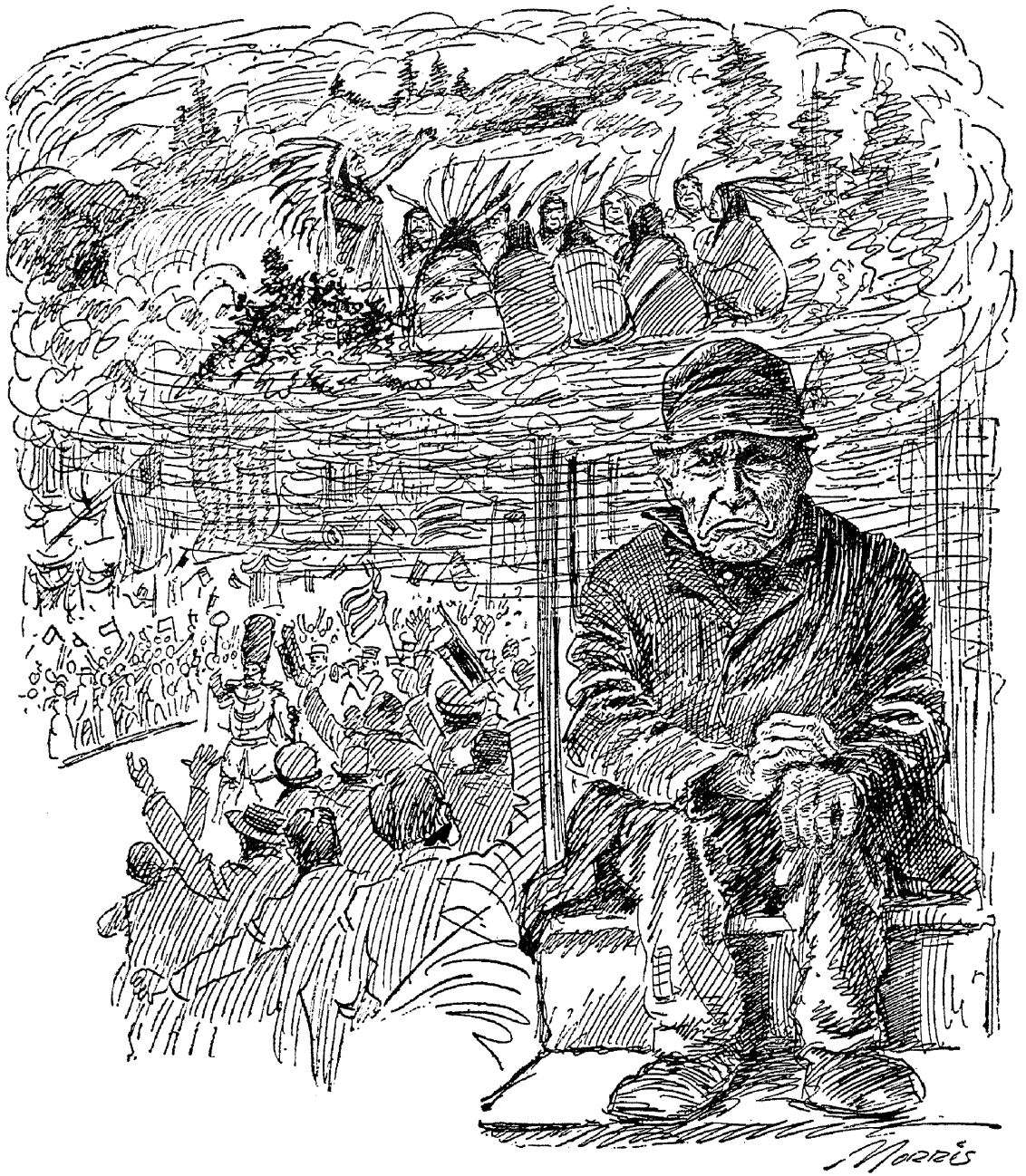
Note: Nine nations had indorsed Secretary Bryan's peace plan.



*Morri.*

June 28, 1913

CAN HE BE ASLEEP AT THE SWITCH?



June 16, 1913

### THE POWWOW—YESTERDAY AND TODAY

The Indian pictured above is "Curly Jim," for years a familiar figure on Spokane streets. He often sat for hours in front of the old Traders Bank Building at Riverside and Howard, one of Spokane's busiest corners, where the Spokane and Eastern Bank now stands. A member of the Spokane tribe, he was friendly to the whites in the Indian wars. The occasion for the cartoon was a civic carnival, called a powwow, during which parades passed the spot where the old redskin sat. To the Indians a powwow was a get-together at which magic rites were performed.

*Times*. Next at the city desk was Malcolm Glendinning. When he, in turn, went to a newspaper in the Coeur d'Alenes (the *Wallace Press*) as publisher, he was succeeded by Charles Calmer Hart, who had been assistant city editor during the previous two years.

Born in Bryant, Indiana, in 1878, Hart was raised on an Indiana farm, one of a family of seven children. Crossing the corner of this farm was a portion of the Limberlost Swamp, which was made famous in Gene Stratton Porter's novels, *A Girl of the Limberlost* and others. His father was an old-fashioned country schoolteacher for thirty-five years, teaching district school during the late fall and winter months to supplement the meager income from the little farm. Hart's education came principally from his father, a "crank on grammar and mental arithmetic."

A plowboy at eleven and a factory hand at fourteen, earning sixty cents a day nailing boxes, Hart never attended high school, not to say college. From the Limberlost farm he matriculated as printer's devil in the back office of the *Geneva Herald*, graduating a year or so later as a full-fledged printer at five dollars a week and the author of a Saturday-night column of wit and comment that added an extra dollar to his pay. On the strength of this column he got a job with the *Muncie, Indiana, Star*. Crossing the continent he landed a job on the *San Francisco Call* at nine dollars a week as a cub reporter. Refused a raise, he resigned and enlisted in the United States Army. While a soldier on Alcatraz Island he suffered an injury that necessitated amputation of his left foot. After his wound healed, and being fitted with an artificial foot, he returned to Indiana. In the old Quaker town of Fountain City (original of the "Newport" in the book *Uncle Tom's Cabin*) he bought a paper and, setting up the type and printing it himself on an old hand press, he managed to clear ten dollars a week by working sixteen hours a day. Hours and pay were more satisfactory when he again worked for the *Muncie Star*, in 1906, this time as city editor. He next obtained a job on the *Indianapolis Star*, became its state editor, then went West to join *The Spokesman-Review's* editorial staff. After leaving *The Spokesman-Review* and serving as secretary to Congressman W. L. La Follette, Hart himself ran for Congress in the Republican primaries

in the Fifth Washington District but was defeated. The successful candidate in the November election was Clarence C. Dill, who had worked under Hart when he was city editor. Hart became Washington, D.C., correspondent for a number of Western newspapers, including *The Spokesman-Review*; was secretary of the National Press Club. Two years after Calvin Coolidge became President, he appointed Hart, in 1925, minister to Albania, where he remained until 1929. Under President Hoover *The Spokesman-Review's* one-time city editor served as minister to Persia (now Iran) from 1929 to 1933. These were political appointments and when a Democratic administration came into power, Hart retired to private life. Malcolm Glendinning returned to *The Spokesman-Review* from the silver- and lead-producing district in time to succeed Hart as city editor.

Clarence C. Dill, a native of Ohio and a lifelong Democrat, joined *The Spokesman-Review's* editorial staff as police reporter in July, 1908. The year before he had secured a bachelor of literature degree from Ohio Wesleyan. In Iowa he taught school, worked on the *Dubuque Telegraph-Herald*. Before that, in Cleveland, he had been a reporter on both the *Press* and *Plain Dealer*, had covered some of colorful Tom Johnson's activities.

A *Spokesman-Review* assignment Dill vividly recalls was that of being instructed to tour various bars and saloons in the city and find out how the saloonkeepers intended to vote for governor in the coming primary. According to the polling technique worked out by the city editor in those pre-Gallup days, buying a drink was a necessary prelude to getting the interview and Glendinning handed his legman a five-dollar bill for "expenses." In making his canvass, Dill visited the following liquor dispensers: *bars*: Traction, Vienna, Tumwater, Log Cabin, Owl, Weinhardt, bar at 520 Front Avenue, Turf, Oak, Nez Perce, bar at 8 Howard Street, Liberty, Warwick, and Oxford; *saloons*: Elk, Durkin's, Banquet. He also called on the Los Angeles Wine Company. Some saloonkeepers refused to talk; others told how they intended to vote and why ex-Governor Henry McBride was favored by all of the "respondents" who put themselves on record—with the sole exception of Jimmie Durkin, who was a candidate himself.

While *The Spokesman-Review* was in sympathy with the objects of the Anti-saloon League, it also had supported McBride and his stand for local option. Dill's story, occupying more than a column of space, ran on the front page of *The Spokesman-Review* for August 27, 1908, twelve days before the primary election. McBride was defeated in the primary.

In the fall Dill took a job teaching at the old South High School in Spokane. At night he wrote editorials for *The Spokesman-Review*. They seem to have made a favorable impression for, in 1909, during the absence of N. W. Durham, W. H. Cowles selected Dill to write the publisher's personal editorials. He turned out one or two editorials a day on assigned topics dealing with local and other matters not related to politics. Usually W. H. Cowles had left the office before the editorials were ready to be submitted. Their author would read his articles to the publisher over the telephone. After the entire editorial had been read to him, W. H. Cowles would make suggestions for improvements or changes, paragraph by paragraph, perhaps asking for a rereading of the article or, more rarely, saying, "Let it go over until tomorrow."

In the summer of 1910 Dill wound up his newspaper career by writing special articles for *The Spokesman-Review*, after that being on the receiving end of editorials and news articles—and not always liking the reversal in roles! After a period as deputy county prosecutor, secretary to the Democratic County Committee and secretary to the Democratic governor, Ernest Lister, in 1914 he ran for Congress on the Democratic ticket in the Fifth Washington District and was elected. He was a member of the Sixty-fourth and Sixty-fifth Congresses (1915–1919). When the war resolutions came up for a vote in 1917, the representative from the Fifth Washington District consistently voted "Nay." When he ran for re-election in 1918, *The Spokesman-Review* attacked his "pacifist" record. Dill believes that this opposition contributed to his defeat. However, he is convinced that at times *The Spokesman-Review* went so far in its opposition to him that it actually helped him win at the polls. Fairly typical is the following sentence in an editorial on Dill's 1918 defeat: "Not even an unlimited use of garden seeds, and public documents.

franked over the district under the congressional stamp, nor all the wiles of the adroit politician could save Mr. Dill from the just condemnation, which his depressing record demanded."

Dill was elected senator from the state of Washington in 1922, re-elected in 1928, his candidacy both times being strenuously opposed by *The Spokesman-Review*.

In some instances Clarence Dill and the publisher of *The Spokesman-Review* saw eye to eye; for example, on the development of the Columbia Basin and on the subject of prohibition. W. H. Cowles happened to be in the nation's capital during one of the periods when Dill was voting the way *The Spokesman-Review* thought he should. The Spokane publisher asked the senator to go out to lunch with him. Over the luncheon table the Western newspaperman told the man he had so often opposed that he thought he had been voting "just about right." As he listened, Dill thought back to some of the hectic campaigns when Spokane's morning paper had thrown the book at him, and yet he had won in spite of or, as he felt, because of its opposition.

"That's all very nice," he countered, holding up a warning finger, "but Mr. Cowles, don't you dare let your *Spokesman-Review* support me!"

Of W. H. Cowles, his former "boss" and opponent in many political contests, ex-Senator Dill says, "He had a wonderful mind. I never knew a man like him. He was positive, aggressive, and determined . . . a fine man to work for."

In May, 1910, Nelson W. Durham retired as managing editor of *The Spokesman-Review*. He devoted something over a year thereafter to writing a comprehensive history of Spokane and the Inland Empire, which was published by the S. J. Clarke Publishing Company. He ran for Congress and for a place on the Spokane city commission but was defeated both times. In 1912 he returned to *The Spokesman-Review* as chief editorial writer and served in that capacity until within a few days of his death, April 15, 1938.

Durham was succeeded as managing editor by George W. Dodds, who had been executive editor during the previous year. Dodds was born at Yarm, Yorkshire, England, August 5, 1865. Educated in the

English public schools, he started to work for the *Darlington Echo* at the age of thirteen. He swept and cleaned the newspaper office and ran errands. After six years, in 1884, he became a reporter for the *Echo*. It was a morning newspaper and not infrequently he started an assignment at 8:00 A.M. and stayed on through until 2:00 or 3:00 A.M. the following day. He covered many parts of England for his paper and also was sent to London to report conventions. Reaching the top position on this provincial sheet—head of the staff of three—in May, 1888, he came to the United States, becoming a naturalized citizen ten years later. Going to the state capital of Minnesota he landed a job as reporter on the *St. Paul Globe*. One of his first assignments was a baffling one for a young man as yet unfamiliar with the customs of his adopted country, let alone its political structure: it was to cover a session of the Minnesota legislature! But the journalist from England overcame his handicap by avidly studying American constitutional history. Before long he knew more about the subject of American government than some of his confreres. His competence as a reporter was recognized by his being made city editor of the *Globe*. From 1891 to 1893 he was assistant city editor of the *Minneapolis Tribune*. Then he moved back to the other Twin City to become city editor of the *St. Paul Dispatch*. After twelve years in that position he became managing editor of the *Dispatch*. Four years later a change in ownership and an impending consolidation with the *Pioneer Press* made him “anxious” to change. In the spring of 1909, William Walter Driscoll, business manager of the *Dispatch*, telephoned him that Mr. Cowles of *The Spokesman-Review*, in Spokane, had inquired about an editor for his paper and that he had made an engagement for Dodds to meet the Spokane publisher. Dodds kept the appointment. W. H. Cowles offered him a position on *The Spokesman-Review* and he accepted.

A wiry, florid-faced man who never lost his English accent, Dodds was vigilant and energetic in carrying out W. H. Cowles's basic policies and in pushing through *The Spokesman-Review's* crusades and drives. He was president of the Spokane River Parkways Association, organized by *The Spokesman-Review* to make a recreational area of the Spokane riverbank. He held the position of managing

editor until his seventy-seventh year, then was given the title of managing editor emeritus. At the end of his career he could readily translate any Greek or Latin quotation he encountered in his reading. He was in the midst of writing the story of his colorful career when death came to him on April 17, 1947.

After the close of the Spanish-American War a tendency toward larger and more elaborate Sunday newspapers was in evidence throughout the nation. Beginning early in the new century, almost any copy of the Sunday *Spokesman-Review* might well have been taken as an example of the trend. The practice in Spokane—as elsewhere—was to appoint some one editor to concentrate on the Sunday issue. In 1909 the Sunday editor was Frank G. Moorehead. Succeeding to the job and title a few years later was Edward E. Perry, who had been city editor of the *Spokane Daily Chronicle* and, before that, editor of the *Spokane Press*, the Scripps paper. Perry teamed up with Hubert Chapin, a talented artist who had come to Spokane to work for the *Inland Herald*, in preparing articles about Spokane industries and activities.

News photography burgeoned into a profession around the turn of the century when half-tone engraving became practical for newspapers. Early in the new century many photographic illustrations of national and also local news happenings began to appear in *The Spokesman-Review*. By 1910 *The Spokesman-Review* had its own staff photographer, Ralph Waldo French, who, in 1909, was a student at Gonzaga College. He was succeeded as staff photographer by Ralph W. Roberts. The staff photographer was provided with a studio on the seventh floor of the Review Building, in a room also serving as working quarters for the cartoonist, William C. Morris; another artist, John C. Poole, and the chief editorial writer, Dr. Frederic Perry Noble. Later Poole was staff artist for the *Honolulu Star-Bulletin*, his wood engravings and paintings of Hawaiian men and women winning him a reputation as one of the ablest artists on the island. An authority on the Bible, Dr. Noble was the son of the distinguished Presbyterian and Congregational minister, Frederick Alphonso Noble. He received his Ph.D. degree and a Phi Beta Kappa key at Amherst College, later working for several years as a



research librarian in Chicago and as editor of *The New Student's Reference Work*.

How to send pictures by wire was a problem with which inventors had been grappling for half a century or more. Still there is an element of surprise in finding a picture sent by telegraph in *The Spokesman-Review* for August 12, 1910. It was a "portrait" of John D. Rockefeller. Although crude, it was a recognizable likeness of the oil man, resembling pictures made on a typewriter. Readers were told: "The scheme is a new invention and in general consists of a screen with a number of square openings at regular intervals. A duplicate screen is provided for the distant point. The various shades of the picture are reported by telegraph with the duplicate square number in the screen. The operator at a distant point shades the squares accordingly and makes a duplicate picture." Imperfect as it was, the picture foreshadowed the successful Wirephotos of a quarter century later, when the science of electronics helped solve the problem of sending pictures by wire.

Women's interests were given attention by Spokane newspapers from the earliest days and *The Spokesman*, in the nineties, had a woman editor in Mrs. Joseph French Johnson. Few women journalists were employed by *The Spokesman-Review* until well along in the twentieth century, although in older communities women had served as editors and reporters for newspapers as far back as the forties and fifties. In 1897 a Big Bend farm boy, Gordon C. Corbaley, reported social news for *The Spokesman-Review*. In 1909 it was another man, Walter W. R. May, who started *The Spokesman-Review's* Sunday society page.

In 1908 May had helped a former *Spokesman-Review* reporter, Ralph H. Mitchell, establish the *Fargo, North Dakota, Daily News*, a Democratic seven-days-a-week newspaper. He borrowed money to get farther west in the spring of 1909, having turned back his salary as night and city editor to help pay the printers their wages when the Democratic party in the state withdrew its support. With a good word from Mitchell, May landed a job with *The Spokesman-Review* during the period when Charles Hart was city editor. An article

May wrote involving interviews with several local society women attracted the attention of the publisher. On the strength of this article, W. H. Cowles suggested that the author be given a try at establishing a society page, something long discussed but never crystallized. May buckled down to the assignment, got the page going. Then it was turned over to a woman, Miss Margaret Fawcett, under the general direction of Miss Glen Steele, then Sunday editor. By the end of 1910 three pages in the Sunday *Spokesman-Review* were devoted to "Weddings, Parties and Dances," and other social events.

While women journalists conducted and expanded the society pages, May was transferred to real estate and financial matters. When President Taft came to Spokane on September 28, 1909, May helped report high spots of the visit. He covered the President's second speech while James Ford, political editor, took down the first. Taft was entertained at luncheon at Davenport's, where the Hall of the Doges was decorated with apple boughs and fruit. Several bearing apple trees were brought from an orchard for the occasion. The menu had apples as a motif and, because the guest of honor appeared to be fond of good food, May stood behind him to see and report what he ate. He noted that the President "always leaves 'manners' portion' on his plate . . . chews his food long and slowly . . . likes water, butter and quail."

After three years on *The Spokesman-Review* May went to the *Portland Oregonian*, is now editor in chief and co-publisher of the *Oregon City Enterprise-Courier*.

Another member of the editorial staff who became a publisher was Robert W. Ruhl. Graduating from Harvard in 1903, Ruhl began newspaper work as a reporter on the *New York Globe*. In 1907 he bought an interest in the *Rockford, Illinois, Daily Republic* and in 1908 was its managing editor. Ruhl was with *The Spokesman-Review* from 1909 to 1910, first as reporter then as an editorial writer, and W. H. Cowles took an interest in his work.

"I learned one important lesson from Mr. Cowles which I have never forgotten," Ruhl wrote in November, 1948, "namely, *accuracy*. His pet aversion was careless, loose thinking or writing." Ruhl bought stock control and consolidated the *Medford, Oregon, Mail-*

*Tribune* and *Medford Sun* in 1911, later discontinuing the *Sun*. Since 1919 he has been editor and publisher of the *Mail-Tribune*. In 1934 he was awarded a Pulitzer prize for disinterested and meritorious public service.

Long before the first settlement was made at Spokane Falls, sports news was a popular feature of American newspapers and was to become more so. By 1910 considerably more than half the people of the Inland Empire were recent arrivals from other parts of the United States. They would not have been satisfied with less sports news than they had been getting in newspapers they used to read and older settlers and the natives wanted their sports news, too. *The Spokesman-Review* did not disappoint them. It gave them the national and world sports news, supplied by The Associated Press, which was expanding its coverage of baseball, football, golf, boxing, and other sports. *The Spokesman-Review* made one of its reporters, J. Newton Colver, a full-time sports editor. Born at Missouri Valley, Iowa, in 1881, Colver was educated at Simpson College, Indianola, Iowa. While in college he contributed articles on college sports to the *Des Moines Register*. Intending to become a Methodist minister, through part of his senior year he preached at a community church in Des Moines. In the fall of 1904, following graduation from college, he came West to marry a college sweetheart and in expectation of being admitted to the Columbia River Conference of the Methodist Church. While this matter was pending he was offered and accepted a position on *The Spokesman-Review* and gave up the idea of becoming a minister.

For a time sports news was published in several different sections of the Sunday paper; there was one page for professional, another for amateur and local sports. But starting January 17, 1909, a four-page consolidated sports section appeared for the first time. In the daily issue a page was devoted to "Rugby, Baseball, Bowling, Boxing," or the particular sports of the day and season.

When the aging James J. Jeffries and the Negro, Jack Johnson, fought their world's championship battle at Reno, Nevada, on July 4, 1910, Colver was sent to cover the fight, his personal observations

supplementing the descriptions of the contest by James J. Corbett (Jeffries' chief second), Jack London (the novelist), and Associated Press reporters. *The Spokesman-Review* included a four-page green sheet "Fight Section" with its issue of Tuesday, July 5, 1910. Colver's account of the celebrated prize fight included the following vivid observations:

The enormous crowd, the notables present, lined up in the ring and introduced; the deep, suppressed passions of the ring, the importance of the contest, the superb figures of the great gladiators, stripped and glistening in the sun—these will never be effaced from memory. . . . The gruesomeness of the finish, the bleeding, gashed and ghastly face of Jeffries lifted in a bewildered, dazed expression to the shining, smiling, glistening face of his negro conqueror. . . . In the crush of the exit from the arena I found myself crowded into the Johnson party of which Mrs. Jack Johnson, the negro's white wife was the center. With a score of cameras aimed at her and the eyes of thousands on her the wife of the victor beamed, and smiled and waved her hand. She is a tall, stately blonde, hair reddish in tint, large eyed and perfectly proportioned woman.

"How did you like it, Mrs. Johnson?" I asked.

"Oh, just fine," she replied. "I knew it—nobody can beat Jack. Isn't he magnificent? I predicted Jack would win in 16 rounds. I am a good guesser, am I not? See, this is what did it," and she held up a rabbit's foot, gold mounted, suspended from her wrist with a gold chain.

While we were being forced through the aisles there came a cry: "Make way—make room here." Turning we saw coming the Jeffries party. Led by Martin, Burns and Roger Cornell, Jeff's faithful trainers, the procession made its way slowly and sadly. As quiet as if it were a funeral cortege the crowd parted. There were a few cries of "That's all right, Jeff," but nine out of ten were silent.

Mrs. Johnson and Mrs. Sig Hart stepped back with the others and silently, without visible or audible manifestation of exultation, watched Jeffries go by. The naked shoulders of the white fighter brushed the dainty linen sleeve of the wife of his conqueror.

Down the middle of the crowded streets of Reno that evening an old colored aunty, spectacles, gray hair and market basket, in bright polka dot gingham and bobbing bonnet, hurried. The crowd spied her and good-humoredly cheered her. The old lady waved her umbrella and responded to the sallies with: "Dat's all right boys, old Africa's all right, you bet."

The rabbit's foot must have lost its powers for about two years later *The Spokesman-Review* carried an account of the suicide of Jack Johnson's white wife.

*The Spokesman-Review's* sports editor personally covered other national sports events. He was in the press box at New York and at Philadelphia in 1911, and again in 1913, when the New York Giants and the Philadelphia Athletics met for the world series baseball games.

The sister of the minister-turned-journalist, Belle Colver, joined *The Spokesman-Review's* editorial staff in April, 1910, when a woman reporter was a great innovation in the West. The baseball-playing father had taught both his daughter and son how to keep a box score. Once, for three weeks, Belle had the sports desk during the absence of the regular sports editor. She remained with the paper until her retirement November 1, 1947.

Enlisting for overseas service with the Y.M.C.A. in World War I, J. Newton Colver was sent to France to publicize and direct the Y's recreational program for the American Expeditionary Force. Returning to *The Spokesman-Review*, he was its political editor and magazine editor for several months. Leaving in 1921, he was with the *Seattle Post-Intelligencer*, the Hearst organization, in the field of advertising in New York, with the *Milwaukee Sentinel* and *Milwaukee Journal* handling advertising, and, at the time of his death, in July, 1937, with the *Washington, D.C., Herald*. In 1936 he worked with the Democratic National Committee in the presidential campaign, at the same time that his former associate on *The Spokesman-Review*, W. C. Morris, was drawing cartoons for the National Republican Committee.

By 1908 a library was supplementing the work of other branches of *The Spokesman-Review's* editorial department. A gray-haired woman with a musical name, Lily Gray, was librarian. She filed cuts and photographs, indexed important articles printed in *The Spokesman-Review*, thus starting a service that would be steadily expanded. Such research departments, or "morgues," already had been established by many newspapers in older communities.

Alfred ("Bob") Cowles came West from Chicago to join *The Spokesman-Review's* editorial staff in 1913. He was born in Chicago September 15, 1891, two months after his uncle, W. H. Cowles, had come to Spokane to take up permanent residence. After preparing

for college at the Taft School, Watertown, Connecticut, he went on to Yale, graduating with an A.B. degree in 1913. Like his father and Uncle Will, he was a member of Skull and Bones. At school and college he was prominent in athletics, played football, baseball, and hockey. But in November, 1914, he contracted typhoid fever, was out until July, 1915. Back on the job in August, he was put in charge of the golfing department. The following spring, ill with tuberculosis, he had a hemorrhage at the newspaper office. Among his hospital visitors was W. Averell Harriman, college classmate, later a noted diplomat.

Recovering his health, Alfred Cowles was active in business, research, and public service, the Colorado Foundation for Research in Tuberculosis being one of his many interests. A genial man, he tempers painstaking statistical computations with a sense of humor. He is a director of the Tribune Company (Chicago) and its subsidiaries. He was president of the Cowles Commission for Research in Economics, Colorado Springs, 1933-39, an organization which moved to the University of Chicago in the latter year. He is author, with others, of the book *Common Stock Indexes—1871-1937*, the writing of which involved the making of 1,500,000 separate worksheet entries. An appendix to the book told of every known stock index in the world.

Lewiston, Idaho, and the surrounding area has long been a highly important part of the empire served by *The Spokesman-Review*. As Lewiston representative, W. H. Cowles picked James A. Ford.

Born in Morganfield, Kentucky, September 4, 1878, and educated in the grade schools of Kansas City, Ford had come West with his parents and, in 1895, graduated from the old Spokane high school. Soon he was prospecting in the Buffalo Hump mining region. Prospects failing to pan out, he got a job as driver of a six-horse freighter with trailer wagon between Lewiston and the Hump. He gave up this job to become a reporter for the *Spokane Daily Chronicle*, held that position for five years. In Lewiston, he handled news, circulation, and advertising for *The Spokesman-Review*. Two route boys delivered *The Spokesman-Review* to Lewiston homes on bicycles. One took the flat, the other the hills. The boy who took the hills was

John Penn Fix, later head of Dodson's jewelry store in Spokane.

In 1906 W. H. Cowles founded the *Wallace Daily Times* and put Ford in charge. In the fall of that year, the *Times* was sold to Harry L. Day but Ford continued as editor until 1908. He was in the real-estate business in Spokane for two years after that; then in 1910 he was back on *The Spokesman-Review* staff as political writer. From 1914 to 1916 Ford was secretary to United States Senator Miles Poindexter in Washington, D.C., and in a few more years Managing Secretary of the Spokane Chamber of Commerce. His experience as a senator's secretary proved invaluable to Spokane in its successful fight for terminal freight rates and other national legislation. He retired from his chamber of commerce job in June, 1951.

In 1904 F. C. Goodin became secretary and treasurer of *The Spokesman-Review*. He was succeeded as business manager by John F. Young, who continued in that position until his death in 1935. Young was born in 1869 on a Minnesota farm. He had vivid memories of how his father used to depend entirely on a yoke of oxen in hauling supplies from the nearest trading points of Plainview and Weaver. With partners he started a Populist daily, the *Spokane Tribune*, in 1894. It was soon discontinued and he went to work as subscription solicitor for J. J. Browne's *Chronicle*. Later he switched to *The Spokesman-Review* as collector of advertising accounts and became advertising manager. A stockily built man with ruddy complexion and keen eyes, he was known as a "picker" of business office employees and, once a worker had won his confidence, would go to great lengths to prevent the trusted employee from accepting another job. He worked closely with W. H. Cowles and did pioneer service in selling *The Spokesman-Review* and its field to national advertisers and their agents.

Outstanding happenings of the decade, as covered by *The Spokesman-Review*, include the following:

In Spokane, with the booster spirit rampant, there were continuous outpourings of community promotion. One manifestation of this was the organization of the 150,000 Club in 1905. Another example was the National Apple Show, held in Spokane in December, 1908.

On three acres under one roof there were more than five million apples competing for \$35,000 in prizes. Entries ranged in number from a single apple to carload lots. Girls from the Domestic Science Department of Washington State College demonstrated one hundred and twenty-five different ways of cooking the fruit, and afterward served their cookery to ten thousand visitors.

Another exhibit—one foreshadowing radical changes in transportation—was Spokane's first automobile and "aeroplane" show, which opened March 21, 1910, at the Princess rink and lasted a week. The main attraction, according to *The Spokesman-Review*, was a Curtiss biplane. Makes of automobiles on display included the E.M.F., Flanders, Elmore, Jackson, Packard, Marion, Speedwell, Hupmobile, Stoddard-Dayton, Lozier, Premier, Acme XX Special, Buick, Franklin, Knox, Pierce-Arrow, and Winton Six.

Many news stories originating in Spokane in this decade centered around colorful characters. There was Jimmie Durkin, prominent saloonkeeper and *Spokesman-Review* advertiser, who, among a galaxy of Barnum-like publicity stunts, ran for governor of the state of Washington. The votes counted, he told a reporter: "No more political honors for mine. The only organization I had was a lead pencil, a small head, and a machine of newspapers, which are the greatest medium of publicity in the world."

Carrie Nation, dressed in a black and white deaconess uniform, visited Spokane saloons and "dens of vice" in her national crusade for prohibition. Billy Sunday conducted a sensational series of revival meetings in Spokane in January, 1909, and opened up his huge tabernacle for the homeless.

Inland Empire news in this boom era reflected extraordinary developments in many lines: mining, lumbering, orcharding, highway building, transportation. Railroad building was so extensive that Spokane was made the center for employment of labor needed in railroad construction work. Job seekers flocked to the city from all parts of the United States, for the hiring was done here. The Spokane, Portland and Seattle Railway line was built from Spokane westward in 1905. The Spokane International Railway was completed in 1906, linking Spokane with the Canadian Pacific trans-



continental line, the survey for which was "news" in Volume I, Number 1, of the *Spokane Falls Review*. Branch lines were built to Lakes Coeur d'Alene and Pend Oreille. Building in the Inland Empire in 1907, the Chicago, Milwaukee and St. Paul Railway gave Spokane passengers service via Rosalia; in 1910 and three years later, its trains pulled into the city over the O. W. R. & N. tracks. In 1905 the Washington Water Power Company completed an electric line to Medical Lake. Local capitalists built electric interurban lines to Coeur d'Alene and into the Palouse country. These lines were not financially successful. Their failure was hastened by a disaster. Great throngs of homeseekers had been brought to Spokane in the summer of 1909 by the opening of the Coeur d'Alene, Spokane, and Flathead Indian reservations. Homeseekers filed 286,238 applications for a few thousand claims. During this period the electric trains were loaded to capacity. In July, 1909, two trains on the Coeur d'Alene branch, jammed with land seekers, collided head on, killing fourteen people and injuring seventy-four.

Disaster of a different kind hit the Inland Empire the following spring. Heavy snows had fallen in the mountains that winter. Warmer weather, borne on the wings of strong chinook breezes in February, 1910, brought a series of deadly avalanches. At midnight Sunday, February 27, residents of the Idaho mining towns of Mace and Burke, which occupy the floors of an exceedingly narrow canyon, were awakened by the roar of an avalanche. Tons of snow, ice, and earth fell on the houses of these communities, crushing some of the dwellings like eggshells. During the same night and the following day other slides occurred. Twenty-one persons were killed, many injured. These disasters were reported in *The Spokesman-Review* for March 1, 1910, but the March 2 *Spokesman-Review* told of an even more appalling tragedy. Above Wellington, at the western portal of the Cascade Tunnel, early on the morning of March 1, an avalanche swept down the mountainside and pushed two Great Northern trains, one the westbound Spokane express and the other an overland train, off the narrow ledge of the high line. Hurlled to the bottom of the canyon two hundred feet below, the trains crashed with the loss of more than one hundred lives.

Measurements of space in *The Spokesman-Review* for the news of these avalanches suggest the thoroughness with which it was covering Inland Empire news. Reports of the Mace and Burke avalanche filled 147 column inches of space, with an additional 284 column inches devoted to pictures. Reports of the Wellington disaster filled 463 column inches of space, with 293 column inches devoted to pictures taken at the scene of the disaster.

National and world events to hit the headlines in this ten-year-period included: war between Russia and Japan and the peace of Portsmouth; the Lewis and Clark Centennial Exposition at Portland, Oregon, in 1905; the San Francisco earthquake and fire of 1906; Theodore Roosevelt's return in March, 1910, from a year's hunt in the African wilds; the sinking of the steamship *Titanic* by an iceberg off the Newfoundland coast in April, 1912, with the loss of 1,517 lives; the assassination of Herman Rosenthal, gambler, in New York, July 16, 1912, and the trial, conviction, and execution of his murderers; the announcement by the Rockefeller Foundation, October 24, 1913, of its first donation to a medical school—a gift of \$1,500,000 to Johns Hopkins Medical School in Baltimore.

More than one hundred column inches of space was devoted to the death of Mary Baker Eddy. On a chartered steamer Reporter John Callan O'Laughlin, representing *The Spokesman-Review* and *Chicago Tribune*, met Theodore Roosevelt at the edge of the African jungle and contributed a series of interviews with "T. R." to these newspapers.

By the end of the first decade of the new century *The Spokesman-Review* was issuing daily papers that frequently reached sixteen pages in size (four times the mid-1894 number) and Sunday papers up to sixty-six pages (eight times those of 1894). Special departments on Sundays were devoted to the city churches, fraternal societies, books, music and musicians, the theatre, real estate, and other interests. A page was given over to automobile news and advertising, nine pages to society and other women's interests.

Beginning December 26, 1909, *The Spokesman-Review* introduced color to the outside pages of its four-page comic section on Sundays. First of the color comics were "The Newlyweds and Their

Baby," by George McManus; "Stepbrothers," by Gene Carr; "Pups," by Steinigans. There was fiction, such as Jack London's *Burning Daylight*; travel articles, as "With McCutcheon in Africa"; autobiography, as "My Story of My Life," by James J. Jeffries. There was humor, as Wallace Irwin's Hashimura Togo letters, and poetry by Ella Wheeler Wilcox.

Weekdays there was advice to the lovelorn by Laura Jean Libbey. For example: "If you love the fellow don't let the fact that he is not rich stand in your way." "Beauty Secrets," by Lillian Russell, included: "Dixie Bell: Peroxide will make the hair light but it will not ruin it." For many months Walt Mason's verses (set in prose style) added zest to *The Spokesman-Review's* editorial page. Typical closing lines suggest their rollicking meter: "SILVER THREADS . . . but the years have taken flight, and life's evening bells are tolled; so, my children sing tonight 'Silver Threads Among the Gold.'" "JEFF WILL FIGHT . . . too much Johnsing kept our rage ever fiercer waxin'; we deplored the vanished age of the Anglo-Saxon, but again our hearts are light, and the skies are sunny; Jeff announces that he'll fight—for a bunch of money."

In the early years of the twentieth century Theodore Roosevelt dominated the national political scene as another Roosevelt (Franklin Delano) did a generation later. Westerners felt that "T. R." understood their problems, that he was one of them. They admired what he had done as a rancher in Dakota Territory, as an author, police commissioner of New York, Assistant Secretary of the Navy in Washington, Rough Rider, and, finally, as President. *The Spokesman-Review* strongly supported the hero of San Juan Hill.

With Theodore Roosevelt's approval and aid, William Howard Taft was nominated to succeed him. Taft was supported by *The Spokesman-Review* in his campaign for the Presidency and during the early days of his administration.

The year after his return from Africa, while on a trip across the United States and following his break with Taft, Theodore Roosevelt visited Spokane. He arrived Friday evening, April 7, 1911, and remained until Sunday afternoon. He addressed the teachers' convention, dedicated the Lewis and Clark High School, spoke at a

chamber of commerce luncheon and from the veranda of the Masonic Temple. The largest meeting ever assembled indoors in Spokane to hear a political leader was held at night in the armory under the direction of the Progressive Republican League. On the last day of his visit the ex-President was guest of honor at a luncheon given by W. H. Cowles in his Spokane home.

When Roosevelt announced, "My hat is in the ring," *The Spokesman-Review* threw its support to the Rough Rider. Opposing the renomination of President Taft, *The Spokesman-Review* stated (June 18, 1912): "Irrespective of whatever may be the action of Colonel Roosevelt and his supporters—be there a third party or not—the reelection of President Taft is an impossibility. His defeat will be more humiliating than that of President Harrison in the election of 1892."

After the nomination of Taft, in an editorial entitled, "A New Party With Col. Roosevelt Its Leader," *The Spokesman-Review* declared: "The clarion call to arms has been sounded and The Spokesman-Review enlists itself under the Roosevelt banner."

*The Spokesman-Review* conducted a spirited campaign for T. R. Progressive party meetings in Spokane County were opened with the singing of "Onward, Christian Soldiers." Substantiating *The Spokesman-Review's* charge that the Washington state vote at the National Republican Convention was stolen from Roosevelt, T. R.'s vote surpassed Taft's in virtually every precinct in Spokane County. Washington was one of the six states carried by Roosevelt.

While taking part in the battles of national politics, *The Spokesman-Review* had a fight on its hands close at home. In the latter part of 1909 and early in 1910, a former insurance man, Allan Haynes, interested some one hundred businessmen in starting another daily newspaper in Spokane, already being served by *The Spokesman-Review* mornings and Sundays and by the *Spokane Daily Chronicle* and the *Spokane Press* in the evening field. On February 8, 1910, the *Inland Herald* was launched as an evening and Sunday paper. Its staff of twenty-four editors, reporters, and artists was rounded up all the way from Nova Scotia to San Francisco. The first issue, Tuesday, contained thirty-two pages. The first Sunday

issue of fifty-two pages contained a comic section of four pages, and special sections devoted to women's interests, sports, theatre, special cables, real estate, and society.

When the new daily was being launched little was known of Allan Haynes except that he had been a Congregational minister at one time and had been in the insurance business in St. Louis. With impressive physique and magnetic personality, he made a strong impression in Spokane business circles.

"A fine-appearing man, promotion type," said one store executive, who remembered him.

"Tall, dark. . . . Genial and very likable," said others.

"He was a large man," a banker recalled, "and, with abundant black hair worn rather long and a flowing Windsor tie, he made one think of Elbert Hubbard."

A grand jury in St. Louis in July, 1910, indicted Allan Haynes for irregularities in the conduct of his insurance business in St. Louis. This news was printed in *The Spokesman-Review*. Following these revelations the July 26, 1910, issue of the *Inland Herald* carried the former insurance man's own story as to how he became a newspaper publisher in Spokane. This narrative follows, as it was printed in his newspaper:

I went to that city (St. Louis) in 1894 as general agent of the Aetna Life Insurance Co. During the 12 years that followed I built up one of the largest life insurance agencies in the United States . . . undertook to develop a large amount of new territory . . . ran into debt . . . to the extent of nearly \$80,000 . . . the story ended by my having to surrender the Aetna agency in February 1907, for a consideration of \$17,000 . . . applied on an indebtedness of \$23,000 . . . assumed management of the Manhattan Life Insurance Company in April of the same year . . . got in debt to the Manhattan Life Insurance Company and in August 1907 I gave up that agency in debt to that company about \$4,000. . . . Left that city (St. Louis) in September, 1907, went to Chicago, and after three months casting about in that city came west. . . . When I reached Seattle, on the 30th of December, 1907, I had just \$51 in cash. . . . Passing over period of developments of Opportunity Magazine and Inland Observer . . . on the 5th of November last (1909) I began the creation of a daily newspaper in this city . . . in three months and three days the new enterprise was financed, a large plant purchased and assembled, 175 experienced newspapermen and women brought together and organized.

While the *Inland Herald* received a substantial amount of advertising from Spokane merchants, national advertisers held aloof. Financial difficulties multiplied. Before many months the *Inland Herald* was involved in lawsuits brought by employees who had not been paid. The failing publisher gave vent to his disappointment by wordy and bitter attacks on his successful rival, W. H. Cowles. He resorted to name-calling, at times in banner headlines in red ink on page 1. According to the new daily, W. H. Cowles was an "enemy of the people," a "serpent," a "human hyena." No reply whatever was made to these repeated personal attacks. When losses reached the half-million mark and the paper's backers refused to put any more money into the enterprise, the *Inland Herald* ceased publication with its issue of May 8, 1911.

Competition from the new daily in its field did not halt the growth of Spokane's morning daily, but with the suspension of the *Inland Herald*, *The Spokesman-Review's* circulation leaped ahead. The following figures tell the story. *The Spokesman-Review's* net paid circulation, average each issue: daily, 1908, 20,901; 1909, 23,910; 1910, 25,695; 1911, 30,333—Sunday, 1908, 32,550; 1909, 38,055; 1910, 41,594; 1911, 50,530.

Coming events cast their shadows before in the advertising columns. Seeing such advertisements as those of the "Rambler" car, selling for from \$2,175 to \$4,140, a prophet could have forecast the passing of the horse and buggy as a means of transportation and could have seen that advertising would play a major role in that change. The seventh son of a seventh son might also have drawn inferences from a two-inch single-column advertisement for the Lyric theatre in *The Spokesman-Review* for October 21, 1913. The attraction at this theatre was a one-thousand-foot film of the recent Interstate fair, a two-reel Domino feature, "The God of Chance," and a "splendid comedy film"—all for five cents. But reading between the lines one might have predicted the doom of the highly prosperous stock theatres and rough going for the flourishing legitimate show houses, advertising their attraction in big space in the same issue.

Real-estate dealers used large type to feature their developments.

They used slogans like "Keep your eye on Pasco," "Vera, Spokane's great irrigated district," "Nine Railroads for Kennewick," "Palisade Park, On The Hill," and "Pinecroft Terrace, On the Southeast Rim-rock."

Irrigated fruit lands in Hanford—future site of the atomic bomb plant—were being advertised in quarter-page display advertisements. A typical headline read: "More Improvements Being Made, More Land Being Irrigated, More Land Being Sold at Hanford Than in Any Other Fruit District."

After 1904 *The Spokesman-Review* always had some one employee whose duty it was to concentrate on promotional activities. During the second ten years of W. H. Cowles's control of Spokane's morning daily there were four of these publicity men. Three of them started with the paper as advertising solicitors; one had conducted a small advertising agency.

The extreme northwest corner of the United States still was unfamiliar ground to many manufacturers and their agencies. To make it better known *The Spokesman-Review* mailed out a succession of circulars, folders, and booklets telling businessmen in other parts of the United States about the wealth and resources of the Inland Empire. Some of this district's Rome Beauty apples were sent to a list of prospects. After Pathé Frères had taken silent motion pictures of the Wenatchee apple country *The Spokesman-Review* provided a select list of advertisers in Chicago with tickets to movie theatres in that city where the pictures were to be shown.

The big Hoe press installed in the basement of the Review Building in 1900 proved inadequate within five years. A new sextuple Hoe press was ordered. Weighing over sixty-nine tons, it arrived in Spokane on May 24, 1905, and in the course of the next five weeks mechanics from the factory set it up alongside the older press. A feature of the new press was the Kohler Brothers' system of electric drive giving the operator forty different rates of speed. According to a statement printed in *The Spokesman-Review* at the time, the maximum capacity of the older press (No. 173) was twenty-four thousand fourteen-page papers in one hour, of the new press (No. 1107) twenty-four thousand twenty-four-page papers in one hour.

Both presses were used to get out an edition. Charles R. Stark, Jr., a member of *The Spokesman-Review's* editorial staff from September, 1931 until his retirement in July, 1950 suggests there may have been a bit of psychology in this.

When No. 1107 was sold, Stark wrote:

Newspapers are printed from metal plates clamped to the cylinders of a press so when stereotypers cast the plates, they made two sets and sent them down to the press room. Because No. 173 was the older and slower press the first set of plates went down to it and it began its run ahead of 1107. What happened? Anyone can guess the answer. The two crews staged a race to see which could turn out its part of the run ahead of the other. Most of the time, because of its added capacity, the new press overhauled and passed the old one, but sometimes it had to stop to untangle a minor mechanical difficulty, and then the old press was the winner. Those times called for celebrations which some of the older pressmen recall with glee.

Growth of the typesetting capacity of *The Spokesman-Review* kept pace with that of the presses. By 1910 there were fourteen lino-type machines in the composing room.

An account has been given of forward steps taken in news gathering, typesetting, and printing. What of the "newsprint" on which *The Spokesman-Review* was printed? Early in 1911, the Inland Empire Paper Company, backed by local and Eastern capital, purchased 115 acres of land east of Spokane on the Spokane International Railway and announced plans to erect a large paper mill on the site. This was the beginning of the town of Millwood. Construction of the new plant was rushed that spring and summer; by September 1, when the mill opened, \$250,000 had been spent on the plant and site. In August, 1913, stockholders voted to increase the capital from \$250,000 to \$500,000. Three months later the company mortgaged its plant for \$400,000 to finance a program of expansion that would virtually double the mill's output. In addition to supplying Spokane newspapers and farm magazines with the paper they need, the Spokane Valley mill manufactures a variety of other types of paper.

The process of making wood-pulp paper—that is, paper from certain varieties of trees—was invented and developed in the seventies.



Without it, today's big newspapers at today's low prices would not be possible. This invention was one of the vital factors—along with the cylinder press, linotype, motor truck, and others—which enabled *The Spokesman-Review* to develop its extensive service to the Inland Empire.

## CHAPTER IX

### A Crowded Decade

*Years 1914 Through 1923—News Coverage of World War I and of Events That Followed—The Spokesman-Review's Stand on Some of the Controversial Questions of the Day—Strongly Supports Prohibition—New Features and Services.*

COMMUNITY boosters confidently expected that Spokane and the surrounding empire would continue to march forward at the same breathless pace as in the first decade of the twentieth century. They were disappointed. A combination of circumstances deflated the boom. Early in the new century the last of the Inland Empire's valuable free land had been taken up. By that time, too, the railroads had sold all of their major holdings which were available to the public. Lumber companies great and small had gained possession of the desirable forest lands. The next step, logically, would have been the building of factories to utilize the area's abundant raw materials, but unfavorable freight rates put a brake on this development and, while terminal rates were won in 1918, the resulting benefits, though great, were not immediate.

On June 28, 1914 (twentieth anniversary of the date the *Portland Oregonian* sold its Spokane newspaper holdings to W. H. Cowles), a Serbian youth assassinated the heir to the Austrian throne, thus starting a chain reaction that exploded into the first World War. The war drained population and manpower from the Spokane area. Workers flocked from this district to shipyards on the coast and to war industries in other districts. According to the United States census, from April 15, 1910, to January 1, 1920, the Inland Empire gained only 49,980 in its population, less than one-eighth the gain of the previous ten years. The rate of growth was only 7.9 per cent compared with a gain of 14.9 per cent for the nation as a whole dur-

ing the same period. In the 1920 census Spokane's population was 104,437 compared to 104,402 in 1910. Only the energetic work of civic boosters in making sure that every last nose was counted enabled it to show a gain at all.

But in some respects the war proved advantageous to Spokane and the Inland Empire. As the battle lines formed in Europe a strong demand developed for the district's wheat, livestock, lead, lumber, and other products, and thus boosted its income to unprecedented levels.

The outbreak of war in Europe found *The Spokesman-Review* in a position to handle the great volume of news resulting from the conflict. Through its Associated Press membership and supplementary news sources it was able to cover every phase of the fighting. With mechanical facilities built up during the boom years it was equipped to print the big war editions speedily. With better roads and better-built motor trucks it could and did take the great news of this decade to all parts of the Inland Empire early on the day of publication.

As *The Spokesman-Review* started its third decade under the control of W. H. Cowles, the publisher was giving much attention to local problems and to building up the community, in addition to presenting the news of the day. Many articles were run on the subject of government and taxation. A notable series in this field dealing with state, county, and city finances appeared on the editorial page in 1914, starting with the issue of March 29 and continuing until June 5. The articles were written exclusively for *The Spokesman-Review* by a brilliant newspaperman, E. D. Cowen, who had the advantage of wide experience in government. A soldier in the Far West in the days of the Indian uprisings and a printer in New England, Cowen started a kaleidoscopic newspaper career in Silverton, Colorado, in 1877 at the age of twenty. In Denver he became a close friend of Eugene Field, the poet. He held writing positions with newspapers from coast to coast. In Europe he represented Melville Stone's *Chicago Daily News*, was in charge of James Gordon Bennett's London edition of the *New York Herald*, then of the Paris edition of that paper. In the Spanish-American War he was a correspondent at the front for the *Tribune* and *Chronicle* in Chicago.

After 1890 Cowen spent much of his time in the state of Washington. After holding important editorial positions on the *Seattle Post-Intelligencer* and *Tacoma Ledger*, he became confidential associate and adviser of three governors, financial expert of the State Tax Commission. In 1910, Governor M. E. Hay appointed him chairman of the State Board of Control. He held this position for three years and during this period he was married to Mrs. Katheryn Watson, widow of J. Howard Watson, one of the founders of the Spokane Falls *Spokesman*.

In presenting Cowen's series of articles, *The Spokesman-Review* stated: "The facts disclosed have never before been assembled by any single agency and have never been published in detail anywhere." There were thirty-five articles, made graphic with twenty-eight diagrams. Space devoted to the series totaled 1,788 column inches (85.1 columns).

The following year *The Spokesman-Review* again enlisted the services of this brilliant student of government. In September, 1915, the auditor of Spokane County and *The Spokesman-Review* came to a clash of arms as to whether or not estimates of the county's expenditures for the year ahead (1916) should be published.

"Newspapers have no business publishing these estimates," asserted the county auditor. Cartoons, comments, and news articles came as *The Spokesman-Review's* answer. An article by E. D. Cowen emphasized, with tables of statistics, the lengths to which county officials had gone in the way of expenditures when the people were not watching. The title of this article was, "Cost of County Government in Washington Increased \$1,694,462.00 or 48 Per Cent in Past Five Years." Space devoted to this one educational campaign footed up to 385 column inches (18.3 columns).

E. D. Cowen was just one of a large group of capable newspapermen and women who were employed in *The Spokesman-Review's* editorial department during this crowded decade. There was a goodly proportion of old-timers now, among them Robert Glen, N. W. Durham, and Howard Brownlee. Those who had joined the staff in previous years and were still with the paper included George W. Dodds, managing editor; Dr. Frederic P. Noble, editorial writer;

Herbert Hodge, cartoonist; Wilbur D. Kirkman, feature writer; J. Newton Colver, sports editor; Wilbur Hindley, drama editor; John Louis Yeager, Andy Anderson, and T. A. Geraghty. S. Clark Patchin was religious editor, Ralph Harmon, poultry editor. Among those who came to the paper during the war years, or soon afterward, were Mrs. Harry Hawkins, who wrote society news under the pen name of Hannah Hinsdale; James E. Duff; Albion C. Libby, Jr. (whose by-line was Ad Lib); J. H. McKechnie; Edward T. Litchfield; W. H. McBroom and Margaret Bean.

After his graduation from Yale in June, 1914, Stoddard King returned to *The Spokesman-Review*. His long association with the paper and the reputation he won as a poet, columnist, and lecturer, are dealt with in Chapter XV.

Another graduate of Yale who joined the staff of *The Spokesman-Review*, and who gained recognition as an author, was Walter Blair. He was born in Spokane and, up to 1923, when he became a *Spokesman-Review* reporter, the same could be said of few editorial workers on this newspaper. In 1925 Blair left to do graduate study at the University of Chicago, later joining its teaching staff and, in 1944, becoming a professor of English there. Successful as an author, Professor Blair has specialized in books of humor dealing with such legendary characters as Davy Crockett, Johnny Appleseed, Pecos Bill, and Paul Bunyan. Titles to his published books include: *Native American Humor*, *Horse Sense in American Humor*, and *Tall Tale America*. Now and then the teacher of English nostalgically remembers his days as a newspaper reporter in Spokane. He recalls the thrill of seeing one of the sports stories he wrote featured on the first page of *The Spokesman-Review*. The following excerpts indicate his appreciation of human-interest angles and his eye for detail:

“On to Toledo!”

A big white sign with that announcement scrawled in black letters bobbed down the middle of the Milwaukee track last night and the Union station shook with cheering. Behind the sign marched a body of big boys, little boys, medium-sized boys, young boys, and old boys. They were all shouting. On the edge of the tracks stood bright-eyed girls with orange and black ribbons on their hats and white sweaters. They, too, were shouting. A band blared sprightly music. A train came rushing down the track, and the shouting grew to a roar.

For the train was the one which will carry the Lewis and Clark football team on its journey to the battleground of Scott high school in Toledo, Ohio. The 4000 people surging, laughing and pushing on the Union station platform were gathered to give a parting cheer to the Tiger team which will play next Saturday for the championship of the United States.

During the last several years orange and black teams have won the admiration of many opponents. They have won 19 of the last 20 games played.

Yesterday when students gathered at the bulletin board to read the names of the selected players, one turned away sadly. He was "Wallie" Jones, Lewis and Clark guard, who has just recovered from injuries. His name was not on the list. It was thought that he could not take the trip. He is a senior. It was his last chance.

Last night, a colorful crowd gathered at the station. Norman, cheer leader, wore a vest which was half orange and half black. Some of the lithe athletic girls wore their letter "S" sweaters. Orange and black footballs gleamed on lapels.

The Lewis and Clark band started to play the old Lewis and Clark school song and the crowd joined in the singing:

Go out and win, O Lewis and Clark!

Go out and win!

United we back the orange and black,

Throughout thick and thin!

Give us a show and you will know

The orange and black will win.

A serpentine writhed along the track. Then the white headlight of the train drove the rooters from the tracks. The mob formed around the Lewis and Clark car, decorated with fantastic paper tigers and the legend: "On to Toledo."

A few minutes before the train pulled out, a happy youthful giant elbowed his way through the crowd, with a bulging suitcase in one hand, and a bulky pair of football trousers over his shoulder.

"Why, Wallie Jones! I thought you weren't going!" someone shouted. "I'm going!" shouted Jones, grinning as he shoved towards the car. "I'm going!"

The crowd joined in a roaring cheer as the train slowly pulled away. It moved into the black night and the red and green lights winked in the distance as the crowd watched.

The foregoing news story—followed by another one in a later issue telling how Toledo won the game—is an illustration of the space and attention given by *The Spokesman-Review* to the educational institutions of its field. From 1906 onward, *The Spokesman-Review* ran much news about Whitworth College, outgrowth of an

academy founded in 1883 at Sumner, Washington, by George Frederic Whitworth, a Presbyterian clergyman who was twice president of the University of Washington. Incorporated as a college in 1890, it was moved to Tacoma in 1899. Early in 1914 Spokane citizens, strongly backed by *The Spokesman-Review*, raised one hundred thousand dollars to move Whitworth College to a site about three miles north of Spokane's city limits. The term ending June 15, 1914, was the last in Tacoma. The laying of a cornerstone for a new building for the college at the new site was described in *The Spokesman-Review* for August 27, 1914.

A story of a different kind highlights the value of news sources, attention to which was and is one of the secrets of *The Spokesman-Review's* success as a newspaper. Late on the clear winter Sunday of January 9, 1921, Joseph B. Lindsley, prosecuting attorney for Spokane County, telephoned Malcolm Glendinning, city editor of *The Spokesman-Review*, at his home to tell him that he had a story for him. Jay E. Hough, junior member of the respected firm of Milholland and Hough, municipal bond brokers, had surrendered to the authorities and confessed that the firm had stolen \$353,000 of funds belonging to James Callahan, of Wallace, a mining capitalist. *The Spokesman-Review's* city editor was given the privilege of interviewing the confessed embezzler in the presence of the prosecutor. Some of the most dramatic questions and answers revolved around the broker's statement that he and his partner had entered into a suicide pact to kill themselves at eleven o'clock that same evening at their office in the Sherwood Block, on the eve of the sure disclosure of their thefts.

Questioning by the newspaperman established the fact that the firm had an overdraft of \$26,000 in their account at the Guaranty Trust Company, 140 Broadway, New York City. This overdraft would come to light Tuesday, January 11.

A shorthand reporter took down the interview. Following is the part of the dramatic dialogue that dealt with the agreement reached by the bond brokers to kill themselves:

**SPEAKERS:** Malcolm Glendinning, city editor; Jay E. Hough, bond broker. Glendinning asked Hough: "Just in the last week you were over-

drawn?" The bond broker replied: "Within the last week. We were hit pretty bad in the stock market last week, very bad. Last week's market cleaned us. We put up these checks, aiming to have the money to the Trust Company by the time the checks came in; instead, we were wiped out."

The interrogation continued:

QUESTION: Did you and Mr. Milholland discuss the matter—that it would come out tomorrow?

ANSWER: Yes, we discussed it Friday. We haven't had any discussions since Friday. We discussed it and decided the best thing to do was to come down to the office at eleven o'clock tonight and hop off, the two of us, and when I talked to my attorney, he said one disgrace was bad enough, and so I decided not to. We were to meet up there tonight at eleven.

QUESTION: Did you decide how?

ANSWER: We were going to shoot ourselves.

QUESTION: You had it all decided how it was to be done?

ANSWER: Yes, we were to count three. It has been an awful strain.

QUESTION: Did you get the revolvers?

ANSWER: He has a revolver in the desk. I got my father-in-law's. It is in the house, in my bedroom, and I was to take it down with me. He has his own. He had it for several months.

QUESTION: Did he make this proposition?

ANSWER: He said he thought there was no out for us except that.

QUESTION: Did he suggest the way it should be done?

ANSWER: Yes, and I approved of it until last night, and then on account of the folks I thought it was not a square thing to do.

QUESTION: Do you think you could have trusted him?

ANSWER: I don't know. He probably would have had me shoot first. He was to have counted 1, 2, 3 and I believe if I hopped off he would have thrown the whole thing on me.

Following this interview with the junior partner of the investment firm, a *Spokesman-Review* reporter, Albion C. Libby, Jr., went to the home of the senior partner, J. B. Milholland, at W. 2225 First Avenue. He found Milholland's wife and two small daughters at home.

Admitted to the living room, he asked Mrs. Milholland if she knew what had happened. She answered, "Yes, I know. Mrs. Hough called me and told me."

Libby asked her if her husband was in the house. Earlier that evening she had told deputy sheriffs who had come to the door that Mr.



Milholland had not come home. The officers were in the street outside watching the place. Now she frankly told the reporter, "Yes, Mr. Milholland is upstairs. He came home at about six o'clock and went to his room. It was locked and I can't get in."

For the first time, then, Mrs. Milholland was told of the suicide pact between her husband and his partner.

"Oh, I believe he is dead now," she quavered. "I just heard something fall in his room. He knew the officers were looking for him and that Mr. Hough had told."

The deputy sheriffs then entered the house and Mrs. Milholland took them to her husband's room. They had to force a door to enter. Milholland was lying dead on the floor, an automatic revolver beside him. An hour and a half before the hour set in the suicide pact, he had fired a bullet through his brain.

Next morning *The Spokesman-Review* published full details of the sensational story.

Climaxing a long series of news articles was *The Spokesman-Review's* coverage of the Davenport Hotel's formal opening, Saturday, September 19, 1914. Plans to build the hotel had been proclaimed from time to time since October, 1908, but difficulties had been encountered in financing the development. Nucleus of the project was the restaurant opened by Louis M. Davenport in July, 1890. It had proved so successful that by 1902 it had sixty-four employces, a pay roll of four thousand dollars monthly. In 1903, its founder purchased the building in which he was doing business.

Spokane residents had come to expect the unusual from Louis Davenport, novelties like fish swimming in a hollow glass pillar in his restaurant, and the crowds attending the hotel opening were not disappointed; for mingling with the sight-seers were Indians in full regalia of white buckskin and feathered headdresses. Members of the Blackfoot tribe of Indians from Glacier National Park, in Montana, they were guests of the hotel and lived in tepees which were pitched on the roof.

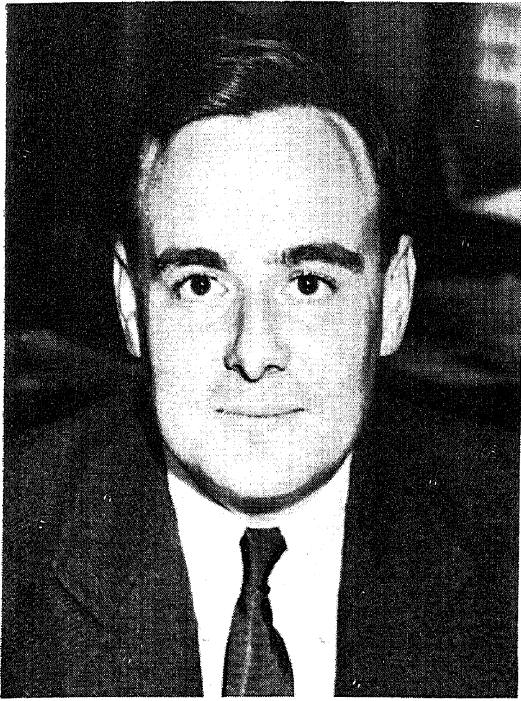
The Davenport Hotel became a gathering place for Spokane and Inland Empire people; it won the admiration of world travelers. It

cost \$3,000,000 to build and furnish. Among the hundred stockholders one of the heaviest investors was the publisher of *The Spokesman-Review*. Louis M. Davenport, the genius back of the enterprise, told Malcolm Glendinning of *The Spokesman-Review*: "The Davenport Hotel never would have been built if it had not been for W. H. Cowles."

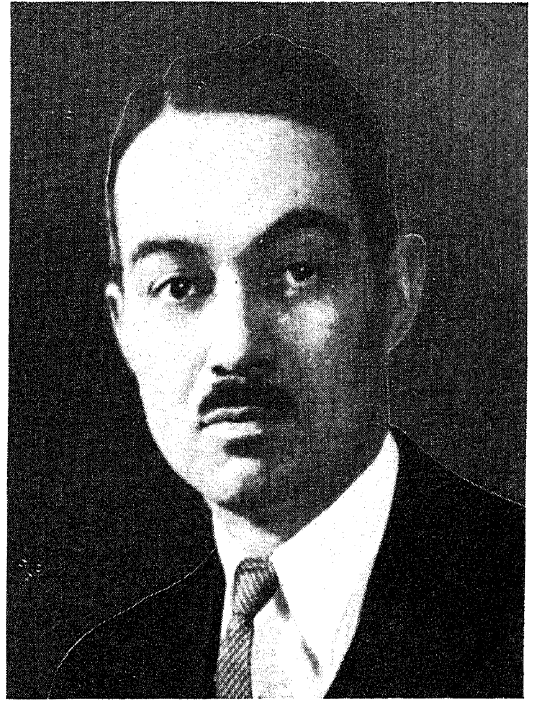
In December, 1915, W. H. Cowles purchased the Pacific Northwest Farm Trio from Miller Freeman, of Seattle. This investment by the publisher of *The Spokesman-Review* was a logical development of the service to farmers and ranchers carried on for years by the *Twice-a-Week Spokesman-Review*. As the service to farmers expanded, the farm features of *Twice-a-Week* had been concentrated in a new publication in magazine form called the *Agricultural Age*. This publication was now consolidated with the newly acquired state farm magazines.

The first World War and its aftermath dominated much of the news printed in this crowded decade. The Associated Press reports covering all phases of the war, political developments as well as the fighting, were supplemented by dispatches from special correspondents serving the larger newspapers. Articles by Joseph Medill Patterson (later publisher of the *New York Daily News*) appeared frequently during the early months of the war. Sent from various places, including Berlin and Aix-la-Chapelle, many of them were eyewitness accounts from the front lines. Richard Harding Davis, noted novelist, contributed articles almost daily during September and October, 1914. Many of his dispatches were also eyewitness accounts from the front. Other correspondents, whose reports of the war were printed in *The Spokesman-Review*, as well as in other newspapers, included John T. McCutcheon, James O'Donnell Bennett, Henry J. Reilly, Robert Herrick, and T. P. O'Connor.

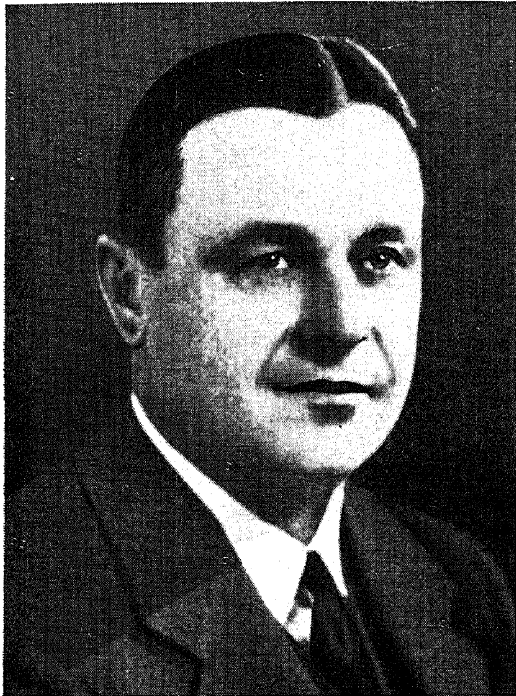
To give an example of the thoroughness of *The Spokesman-Review's* war coverage: space devoted in *The Spokesman-Review* to the sinking of the steamship *Lusitania* by German submarines totaled 887.5 column inches (42.2 columns).



CHENEY COWLES



STODDARD KING



ALFRED COWLES III



AUBREY L. WHITE

ON THE EDITORIAL STAFF OF THE SPOKESMAN-REVIEW

All of the editorial department workers pictured on this page achieved the recognition of having their biographies printed in *Who's Who in America*. Further facts about each are presented in various chapters as indicated in the Index.



### VETERAN NEWSPAPERMEN

In the managing editor's office of *The Spokesman-Review*, left to right: Malcolm Glendinning, city editor, later managing editor; Robert A. Glen, news editor; George W. Dodds, managing editor.



### IN THE NEWS

Spokane men with distinguished visitors to the city, May 20, 1931. Left to right: Eric A. Johnston, president of the Spokane Chamber of Commerce; Captain Harold R. Stark, U.S.N., aide to the Secretary of the Navy; Charles Francis Adams, Secretary of the Navy; former U.S. Senator Miles Poindexter; and W. H. Cowles, Jr., a trustee of the Spokane Chamber of Commerce.



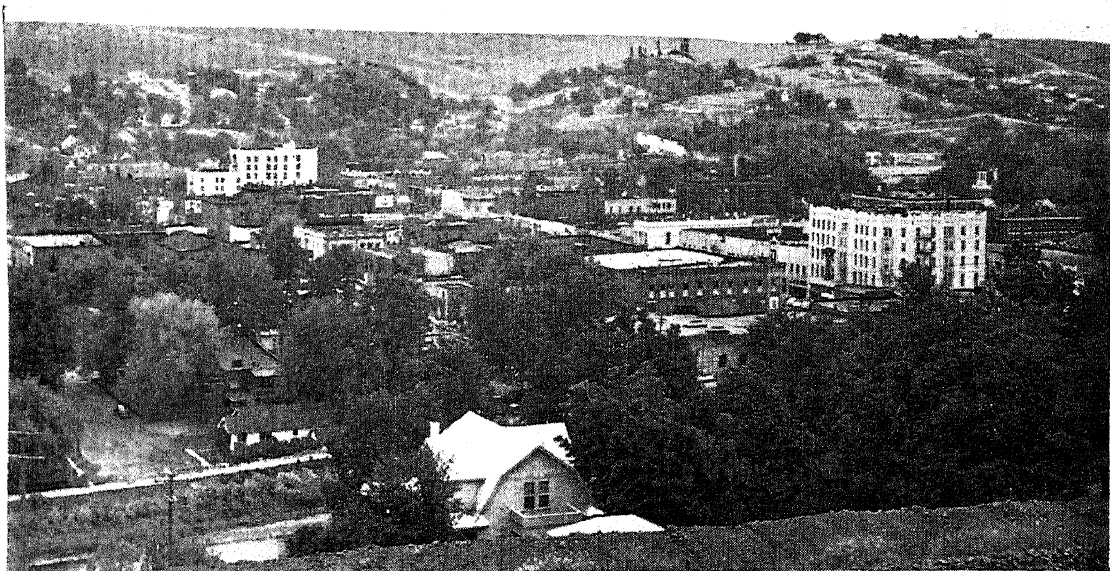
PULLMAN, WASHINGTON

Washington State College, seen in the background, gives Pullman a distinctive character. When first platted in 1882 it was called "Three Forks," but two years later it was renamed after George Pullman, the sleeping-car magnate. Cattle raising and wheat growing in the fertile Palouse hills, which border on three sides, add to the town's prosperity and underline its service to agriculture, which includes the development of superior strains of wheat.



ANOTHER COLLEGE TOWN

Only ten miles east of Pullman is Moscow, Idaho, home of the University of Idaho, which was established while Idaho was still a Territory. It took a dozen years, after the Inland Empire was first opened to settlement following the Indian wars, for the first homesteader to reach the Hog Heaven country—as the region around Moscow was called in the early days. After this slow start, the district marched right ahead.



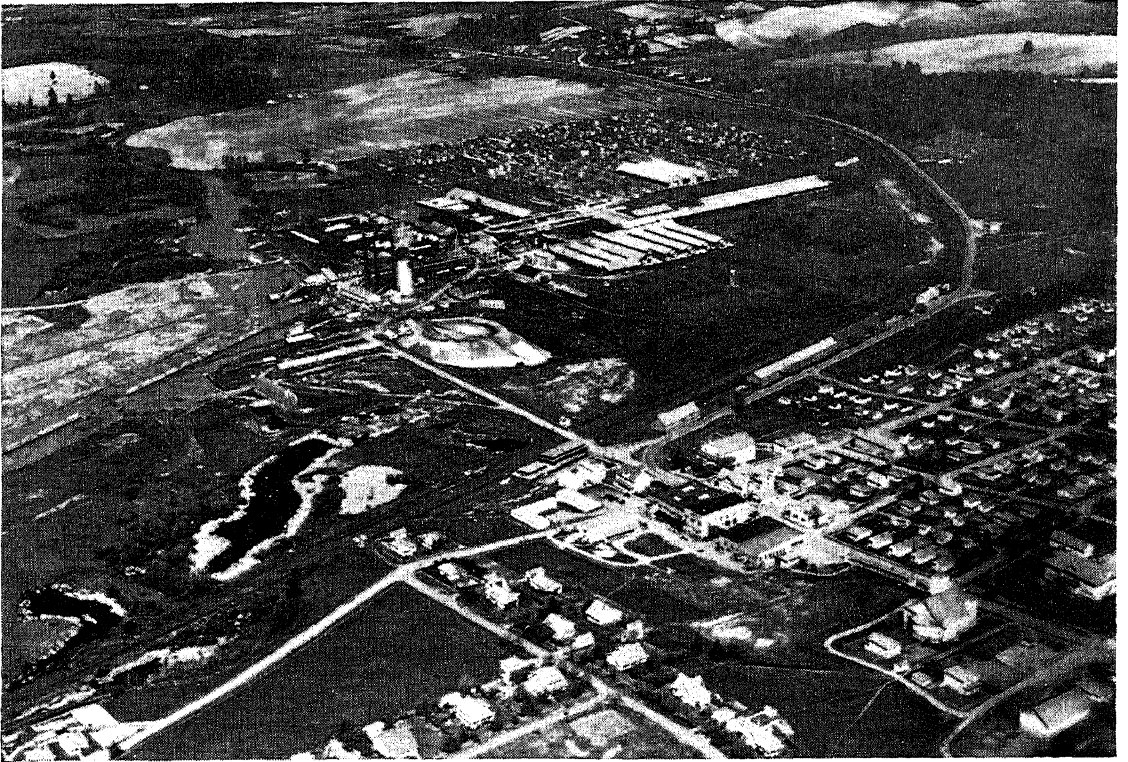
### PENDLETON, OREGON

This airport and railway center is the hub of a diversified farm and stock-raising district. It is the county seat of Umatilla County, first county in the United States in the production of green peas harvested for sale (1940 U.S. census). In factories powered by electricity this community makes Indian blankets, robes, slacks, shirts, saddles, and flour.



### WENATCHEE, WASHINGTON

Here is a city of fifteen thousand, at the confluence of the Wenatchee River and the Columbia (right). Philip Miller brought the first apple trees to the valley in 1872 and Jim Hill gave it rail transportation twenty years later. After the developments of another half century, the ten thousandth trainload of apples rolled from this fruitful valley.



### COMPANY TOWN

Potlatch, Idaho, pictured above, was built by the Weyerhaeuser Lumber Company around the great sawmill visible near the center of the picture. Like the town of Headquarters, which is closer to the timber supply, it is owned and managed by the company. Allison Laird, an early-day manager, gave the town its name.



### LUMBER, MILK, WHEAT

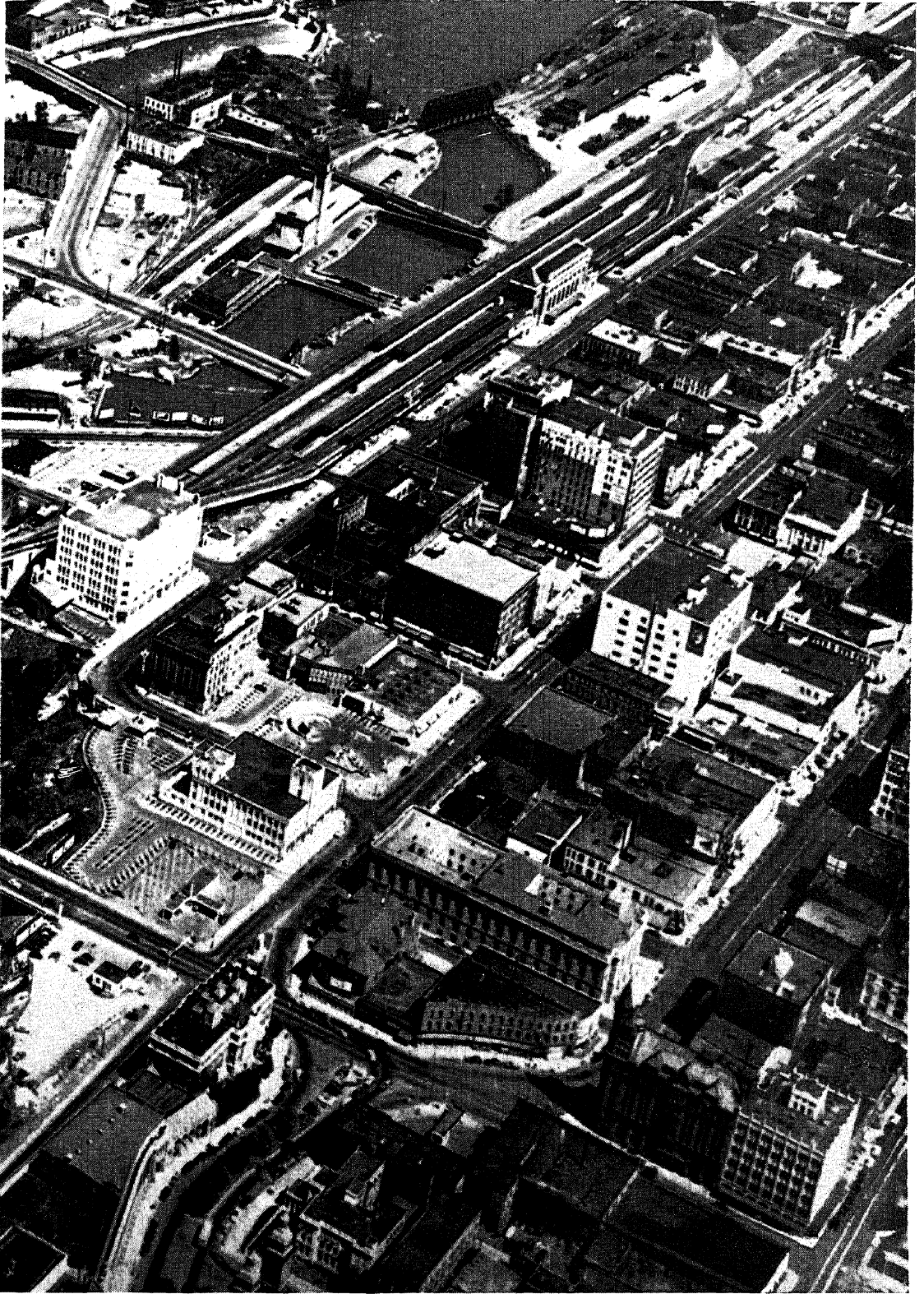
While Deer Park, Washington, shown above, is largely dependent on the pay roll of its lumber mill for prosperity, it also receives substantial revenue from surrounding grain and dairy farms.



#### BUSINESS DISTRICT OF MODERN SPOKANE

This view of eastern Washington's metropolitan center shows three of the reasons for the city's growth: the river, which brought it logs for sawing from remote forests; the falls, which provide electricity for its homes and streets and power for its industries; and the railroads, which link it with the surrounding empire and distant markets. Three-quarters of





### SHOWING THREE REASONS FOR CITY'S GROWTH

a century ago, white settlers sought refuge from warring Indians on Havermale Island, upper center. On this island also, James N. Glover, the "father of Spokane," put through a deal to buy the land on which the city was to be built.



**WE PRINT**  
 Circulation, Merchandise and  
 Sunday With Circulation  
**BECAUSE  
 WE KNOW**  
 WHO ARE SUBSCRIBERS IS  
 NOT ALSO PRINT  
**JOB WORK**

# BINGVILLE BUGLE

NERGIA FATUM PARISI  
 BY SHULTON NEWBARK

**EVERYBODY  
 WANTS  
 SUMENTHINK**  
 WHY NOT TRY SOMETHING  
 THEY GET NOTHINK  
**ADVERTISE**  
 IN THE  
**BINGVILLE BUGLE**  
 And See What You Get



WE HEARD A SOUND OF RUSTLING IN THE BRUSH AND A BIG OLD BEAR CAME UP AND SHIFT AT HIM

**THE BINGVILLE BUGLE**  
 The Leading Paper of the Country  
 Single Copies—5 Cents  
 Annual Subscription—\$1.00  
 Advance Payment—\$1.00

**MRS. MARY ANN WHITTAKER HAS A BOON, BY HER NECK**

They went not never came again. For this reason it behooves us to take advantage of the golden minutes as they fly. We try to take a straight lift upon the back of opportunity when it comes within our reach, as you might say, and hang onto it the dear life, because opportunity does not come again at every man's door—when opportunity knocks at your door, and you don't answer the door, opportunity don't wait down on the front steps and wait until you get ready to come and let her in, and if you don't let her in, there is no possibility of her coming back.

Let us then make the most of the passing time before it is ever likely to take a rest in its career. And a golden rule to cling to is to make the most of the time.

**KITCHEN!**

**Wm Woodcock's Turbide Prediction—Was Got Trapped in One of His Own Bear Traps and Got Down to It, He Was Rescued**

Wm Woodcock, an expert hunter and trapper had a bear roasting apparatus on his Turbide and Friday the 20th of last week he set out a number of traps which will do much to increase the number of bears in the region. He was out with his traps and he had set out a number of traps which will do much to increase the number of bears in the region. He was out with his traps and he had set out a number of traps which will do much to increase the number of bears in the region.

**Country Correspondence**

Miss Sam Hartman has a bearing on the subject of the bear. He has been out with his traps and he had set out a number of traps which will do much to increase the number of bears in the region. He was out with his traps and he had set out a number of traps which will do much to increase the number of bears in the region.

**WHEN BRAD WENT TO PUT IT TOGETHER AGAIN HE HAD SEVEN EXTRA PIECES**

**Local Boyries**

The boys in the town are busy with their school work. They are out with their traps and he had set out a number of traps which will do much to increase the number of bears in the region. He was out with his traps and he had set out a number of traps which will do much to increase the number of bears in the region.

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**FIVE AREAS THROUGH WHICH TRAINING SOCIETY'S QUINN, WALK & STRAWBERRY SOAKED DRESS MADE SHANTY AND GOT KETCHED BY A SPOON.**

**Buy a Box**

Buy a box of our new product. It is a great success. There is a great deal of money to be made in this business. We have a great deal of money to be made in this business. We have a great deal of money to be made in this business.

**Personal Personals**

Personal personals are a great success. There is a great deal of money to be made in this business. We have a great deal of money to be made in this business. We have a great deal of money to be made in this business.

**The First Thing I Do**

The first thing I do is to buy a box of our new product. It is a great success. There is a great deal of money to be made in this business. We have a great deal of money to be made in this business. We have a great deal of money to be made in this business.

## ORIGIN OF A FAMOUS NAME

As a small boy, Harry Lillis Crosby, son of a Spokane accountant, would point to the "Bingville Bugle," a regular feature in the Sunday *Spokesman-Review*, and say "Bing, Bing" in an effort to get someone to read it to him. According to the boy's father, as reported by Quentin Reynolds in *Collier's*, small Harry's fondness for this humorous page earned him the nickname of "Bing," which he later made famous.

German acts like this were one reason why *The Spokesman-Review's* sympathies swung strongly to the Allied cause early in the conflict. *The Spokesman-Review* said:

Germany's destruction of the *Lusitania* was deliberate. The act was hard and desperate, born of an angry resolution to stop the large and enlarging traffic in arms and war munitions between citizens of the United States and Great Britain and her allies. . . . The neutral world stands shocked by the perpetration of measures so desperate and summary.

In August, 1915, *The Spokesman-Review* used with telling effect some of the *New York World's* disclosures relative to the organized pro-German propaganda in this country. Dr. C. J. Hexamer, of Philadelphia, president of the National German-American Alliance, delivered a stinging address before a Spokane audience, making the statement, "I blush at the editorials in our subsidized American press." *The Spokesman-Review* converted this remark into a boom-erang by reproducing Ambassador Bernstorff's letter and five-thousand-dollar check in favor of a pro-German magazine. This publication, *The Spokesman-Review* suggested, may have been the one Dr. Hexamer had reference to in his caustic use of the word "subsidized."

After the United States entered the war in April, 1917, much space was given to local angles of the conflict; *The Spokesman-Review* issued a special section of eight pages containing the names and addresses of the 11,000 men in the Spokane area registered for the Selective Draft. Three days before the drafting of soldiers began, *The Spokesman-Review* started, on July 28, 1917, a service feature entitled, "If you want to know anything about the draft write *The Spokesman-Review*." In January, 1918, this question-and-answer department was retitled "War Service Department," then "The S.-R. Service Department." Appearing intermittently at first, this department in July, 1918, became a regular daily and Sunday feature. Scores of questions pertaining to the war were answered. With the coming of peace its scope was broadened to include queries on all sorts of subjects.

During the first Armageddon *The Spokesman-Review* printed many letters from local men at the front to their families back home.

Will G. MacRae was correspondent for *The Spokesman-Review* in France, and for the *Seattle Post-Intelligencer*. His interest was centered in the Forty-first Division, for it was in this division that the men from Washington, Idaho, Oregon, and Montana were brigaded. For the first six months of 1918 he was with these troops in France. He stayed with them until they went into the front-line trenches. Then, in ill health, he returned to America, arriving in Spokane July 15, 1918. He contributed a series of articles to *The Spokesman-Review* centering on his experiences in France.

MacRae had seen the new American Army in the making. He had seen American soldiers coming into France in great numbers. Of the arrival of troops from Washington state in France, MacRae wrote:

In spite of the fact that the old Second Washington, the machine gun company, the signal corps, the cavalry and the rest of the Washington units, left Camp Mills in the midst of a great winter storm, and upon their landing in France were hurried aboard a French troop train without heat or light and hurried into a part of that war-ridden country that was in the grip of winter, the soldiers from Washington left Camp Mills smiling, disembarked in France smiling and after a 48-hour ride in a cold, cheerless French stock car, arrived at their destination still smiling and very happy though uncomfortable.

On returning to Spokane, *The Spokesman-Review's* war correspondent brought personal messages from many of the Northwest soldiers to their friends and relatives at home. He had messages for James A. Ford, Ben Cohn, Jake Cohn, Lew Cohn, and various others. To deliver these messages and answer questions about conditions in France, he held daily meetings in a room in the Review Building for a week. From forenoon until late in the evening, relatives and friends of the soldiers in France flocked to his desk. *The Spokesman-Review's* returned war correspondent answered scores of questions about the soldiers' food, living conditions, morale, the care they received, clothes they wore, where they slept, the risks they faced. He gave comfort and cheer mixed with sound advice.

"Every mail day is a golden day," MacRae reminded his visitors.

Later he held similar meetings in Seattle, spreading the gospel of hope, cheer, and optimism in the coast city. MacRae's own prospects at this time were anything but cheery. His illness had cost him an

eye and increased to the point where he was incapacitated for active reporting. Returning to *The Spokesman-Review*, he was given the exchange desk, customary post for reporters who are past their prime. With his good eye, aided by a reading glass, he went through the exchanges conscientiously, spotting good articles and clipping them out. Finally his condition necessitated an operation, the seriousness of which he fully understood. Before leaving for the hospital he made the rounds, bidding newsroom associates good-by.

"I'll never come back," he said. That statement proved correct. He died under the surgeon's knife.

After the war the world-wide news coverage was continued and expanded.

In March, 1923, *The Spokesman-Review* listed news services on which it relied for national and world news. Its affiliations included membership in The Associated Press (an association with over 1,270 representative newspapers), membership in the North American Newspaper Alliance (an association of 50 big newspapers), membership in Associated Newspapers, Inc., plus special dispatches from the *Chicago Tribune*, *New York Sun*, *New York Herald*, *New York World* and the Consolidated Press for a 15,000-word cable feature.

Inland Empire news in this stirring period covered stories of rising prices for the district's products, including two-dollar wheat—the victorious climax of the long fight for terminal freight rates—the deadly influenza epidemic of 1918–19—the return of the soldiers from the war.

National and international news stories of the period, besides the tremendous events of World War I, included the discovery of the bodies of the clandestine lovers, the Reverend Edward Wheeler Hall and Mrs. James Mills, in a shaded lane near New Brunswick, New Jersey—the finding of Tutankhamen's sarcophagus and mummy in February, 1922—the discovery of insulin for the disease diabetes by Dr. F. G. Banting and Dr. J. J. R. Macleod in 1923.

Outstanding in this decade of great news stories was the announcement of "Peace With Victory." The false news that the armistice had been signed was carried by the *Spokane Press*, served

by the United Press dispatches. Next day, November 8, 1918, *Spokesman-Review* headlines read:

NEW PRESS YARN "BUNKS" SPOKANE

---

Citizens Celebrate Joyously For  
Half Hour Without Doubting  
False Report

---

Whistles Go Full Blast

---

An editorial in the same issue stated: "When the Germans get around to signing the armistice there will be a celebration that is a celebration—but not until the arrival of the proper Associated Press dispatch."

Many new syndicated features made their appearance in *The Spokesman-Review* in this crowded decade. Robert Ripley's "Believe It or Not" made its bow. Ripley presented characters like Harry Purkiss of Essex, England, who had attended church three times every Sunday for the last sixty years and Tierney O'Rourke who ate one hundred oysters in twenty-nine minutes. The Gumps swam into the readers' ken. Sidney Smith, their creator, discovered the value of plot. Uncle Bim writes indiscreet letters. Andy has to pay a prince's ransom to get them back, then fatuously advises his fabulously wealthy relative: "Here are your letters, Old Dear—those honeyed messages. Now take a little tip, Uncle. You have learned your lesson and don't forget. If you want to make love to a woman, talk it. He who writes his love impales himself on his own pothook." Other features that made their appearance were "How To Keep Well," by Dr. W. A. Evans (later entitled "How to Live"); essays by Dr. Frank Crane; Briggs's "When a Feller Needs a Friend"; the cartoons of Darling ("J. N. Ding"); the memoirs of the ex-Kaiser; "Talks With T. R.," by John J. Leary, Jr.; and early chapters in the saga of "Gasoline Alley," to mention a few among many.

*The Spokesman-Review* had supported William Jennings Bryan for the Presidency in 1896 and again in 1900. However, its faith in

the Commoner had waned. Wilson's election catapulted Bryan into the State Department March 4, 1913, but *The Spokesman-Review* felt that his career as Secretary of State was a burden to the President and a liability to the Democratic party. When Bryan resigned in June, 1915, *The Spokesman-Review* commented:

The resignation . . . is received with relief by the American people. It has long been desired by them. . . . In such ticklish times as the Mexican imbroglio has brought to the United States, especially in such dangerously critical times as the world war has created, such a man ought not to be in such a position of power and responsibility.

Although *The Spokesman-Review* expressed approval of some of Woodrow Wilson's acts in that Democratic President's first term, it was highly critical of others and, in 1916, it supported the Republican candidate for President, Charles Evans Hughes. In an editorial entitled "Hughes and Wilson Differ on Three Vital Points," *The Spokesman-Review* summarized what it regarded as outstanding issues presented in the campaign, as follows:

1. The question whether the United States government shall stand up for the rights of life and property of its law-abiding citizens, at home and abroad, and regain the respect of the world.
2. Whether the government at Washington shall be overawed by threats, and a president who yielded to those threats for his own political gain and lent his services to the intimidating railroad brotherhoods to drive Congress into hasty and panic-minded compliance with their demands, shall be rewarded or condemned.
3. Whether American wage-earners shall have protection against the cheap labor of Asia and Europe, or the American people shall accept the false democratic doctrine that protection is unconstitutional.

When the United States was drawn into the World War, *The Spokesman-Review* consistently backed up the administration in its war measures. With regard to the Selective Draft, *The Spokesman-Review* stated: "The president's proclamation of a registration day when the young manhood of the country shall enroll itself for war-time service is a grave and splendid call that should in the heat of a common purpose fuse the nation as nothing before has done."

President Wilson's address to the Senate on the question of woman suffrage was approved by *The Spokesman-Review* in an editorial concluding, "The car of world progress must not be im-

peded by minorities like that which fights so hard in the U.S. senate to defeat woman suffrage. It will not be impeded for long. It will surely drive on, to the triumph of justice and progress and to the everlasting discredit of obstructionists whose eyes are turned backward."

At a joint session of Congress on January 8, 1918, President Wilson outlined his famous Fourteen Points. Heartily applauding this message, *The Spokesman-Review* said:

President Wilson's statement is more than an address to Congress and the people of the United States; it is a message to the world. Its lofty purpose is threefold.

To France, Belgium, Great Britain, Japan and Italy it carries anew our solemn pledge to stand by them till "the world be made fit and safe to live in."

To Germany it carries notice of our deep determination to right the cruel wrongs that German ruthlessness and autocracy have inflicted upon suffering peoples in many lands, but with an accompanying declaration that "we do not wish to injure her or to block in any way her legitimate influence or power."

President Wilson addressed both houses of Congress in joint session on November 11, 1918, on the terms of the Armistice. Again expressing appreciation of the President's statesmanship, *The Spokesman-Review* featured these words from the address: "My Fellow Countrymen: The Armistice was signed this morning. Everything for which America fought has been accomplished. It will now be our fortunate duty to assist by example, by sober, friendly counsel and by material aid in the establishment of just democracy throughout the world."

"President Wilson's proclamation is a model for conciseness and an admirable definition of America's role and duty in the days of reconstruction," commented *The Spokesman-Review*.

National prohibition, which became effective in January, 1920, as a result of the adding of the Eighteenth Amendment to the Constitution, was supported by *The Spokesman-Review* throughout the thirteen years it was in force. *The Spokesman-Review's* basic philosophy with regard to prohibition was expressed in the following editorial:



The assertion that prohibition in the long run can not be carried out does not endure the test of facts and experience. It can be enforced as effectively as any other law. Murder is prohibited, but murders occur, and yet no man would maintain that murder should not be prohibited. At first the prohibition of drinking may not be as effective as opponents of the liquor business could desire, but as time wears away in the prohibitory community drinking decreases and the enforcement of prohibition becomes increasingly efficacious. At last another generation arises which has been reared in the prohibitory atmosphere, and violation of prohibition becomes as rare as breaking the law against murder.

Violations of the prohibition laws brought the names of underworld characters into the headlines. For a decade the bulk of this news was handled by Edward Litchfield, who got the police run when another reporter failed to cover a story because he was drunk! Litchfield built a card index of all arrests in the city, a reference file that proved increasingly helpful as repeaters were brought into court.

As Republican nominee for President in 1920, *The Spokesman-Review* would have chosen either General Leonard Wood, Governor Frank Lowden, or Washington state's Miles Poindexter in preference to Warren G. Harding. But when the Ohio senator was nominated, *The Spokesman-Review* supported him, asserting that the American people are "so tired of rhetoric, so weary of idealistic autocracy, so displeased with experiments in Utopia, that 'safe and sane' becomes not a reproach but a recommendation." *The Spokesman-Review* predicted "Harding's election will mark the beginning of the country's return to normal."

Voters agreed. Following the new President's first message to Congress, *The Spokesman-Review* summed up its reaction in the words: "Mr. Harding makes a good beginning." Approval was expressed of such appointments as Herbert Hoover as Secretary of Commerce, Charles Evans Hughes as Secretary of State.

With regard to Harding's program for "convenanted relationships" with European nations, however, *The Spokesman-Review* felt that the President was taking a great deal for granted. Summarizing reasons for its doubts, *The Spokesman-Review* stated: "The nations across the sea, having gone into one league on the urgent advice of one president of the United States, only to find that

Mr. Wilson could not deliver the senatorial goods, might be skeptical of trying to build another peace house on plans prepared by Architect Harding.”

The administration's program for reduction of naval armaments, resulting in a conference of nations in Washington in November, 1921, was indorsed by *The Spokesman-Review*.

Between September 25 and November 7, 1922, *The Spokesman-Review* ran a series of articles by David Lawrence on the standing of the Harding administration with the people. Lawrence pulled no punches. Among reactions encountered were these: September 26—President's course on industrial issues held “wishy-washy” by Republicans in western New York; September 27—Harding loses ground in Ohio; September 28—Sees Harding as tired of his job.

Lawrence had observed portents of a gathering storm. Within the next year revelations of scandal and graft were bringing grief to the Republican President. However, following Harding's death in San Francisco on August 2, 1923, *The Spokesman-Review* paid him an eloquent tribute in an editorial entitled, “The Nation's Bereavement,” which said in part:

Warren Harding will not have died in vain if his untimely death shall set the nation to deep reflection on the need of electing a president in 1924 of his safe and trustworthy character. For a while at least, until March 4, 1925, the path seems safely laid, for Calvin Coolidge is another who strives not for brilliance, for selfish ambitions, for the sought plaudits of the multitude. He will take wide counsel and will endeavor to hold the ship to the safe course so faithfully pursued by his lamented predecessor.

The editorial concluded with this tribute:

Warren G. Harding, like other presidents called from the high office at Washington, will be better understood by the nation, more deeply loved and venerated in death than in life and service. The public now will pause to reflect upon his able and courageous record, to note his achievements, to remember his lovable personality. And nowhere in the broad union will he be held in higher esteem, in deeper admiration, than here in the ultimate west where his last smiles and cheery greetings were given.

Subsequent revelations of scandal and graft in the Harding administration were fully presented in *The Spokesman-Review's* news columns.

In war and in peace advertising volume in American newspapers continued to grow. Total advertising revenue in English-language newspapers advanced from about a quarter-billion dollars in 1914 to an estimated \$650,000,000 in 1920, and it continued to climb.

Advertising—in newspapers and in other media—was having a greater impact on the habits of the nation's people than it ever had. The industrial revolution was still going on. Advertising speeded up the process. Effective advertising resulted in mass production, with economies in manufacturing and distribution which lessened the retail prices of a great many commodities. The automobile provides a good example. Prices of cars were coming down as their quality was improved. Prices quoted in *Spokesman-Review* advertisements in November, 1923, included the following: Durant, at Pacific Coast points, \$1,275; Nash, in Spokane, \$1,115 to \$2,495; Jewett Six, \$1,495; Overland, \$695 f.o.b. Toledo. The price of a new Ford touring car was given as \$295, f.o.b. Detroit.

Only a little over a decade before, the comparatively crude Rambler car was priced from \$2,175 to \$4,140.

Advertising in those days was also converting a host of people to the new form of entertainment—motion pictures. Big space was used to create audiences for features like Charlie Chaplin in "The Pugilist," Tom Mix in "The Texan," Charles Ray in "A Village Sleuth," Harold Lloyd in "Number, Please."

Whiskers and mustaches waned in popularity as advertising schedules were placed and run for such safety razors as Gillette and Ever-Ready.

Many new food products, beverages, remedies, and household conveniences were introduced to the public through advertising.

"Nationally Advertised in Newspapers Week" was celebrated in Spokane in October, 1915, pushed by *The Spokesman-Review*. Spokane's morning newspaper joined in the advertising club movement, strongly in the ascendant in this decade. A banquet in honor of the Pacific Coast Advertising Men's Association was given by *The Spokesman-Review* in Spokane on June 17, 1916.

One reason for the gains in advertising was the fact that Amer-

ica's inventive and manufacturing genius was making more products to sell. Furthermore, advertising was a far more effective tool than it had been in the previous decade. There were more advertising agents and these agents were developing new techniques, fresh copy appeals.

Of vital importance, also, in the steady growth of advertising was the establishment of the Audit Bureau of Circulations in 1914. Through this bureau advertisers had a method for securing authentic circulation figures from publications generally. Advertisers now could—and did—find out for sure in how many copies of a periodical a given message was run and by exactly what methods the publication secured its subscribers.

As the technique of advertising continued to develop, space buyers wanted to know more and more about the field or market in which a given publication circulated. *The Spokesman-Review* provided them regularly with a good assortment of data.

After the opening of the Panama Canal *The Spokesman-Review* issued a four-page mailing piece entitled "Colonel Goethals Helps Advertisers." It made the point that while Spokane is more than three hundred miles from tidewater, many Inland Empire products reach market by steamship after being transported to Pacific coast harbors by rail. In this circular advertisers were told, "The opening of the Panama gateway creates even greater opportunities for Spokane Country producers. It brings Liverpool closer by 5,666 miles, shortens the sea route to New York by 7,873 miles, and the route to New Orleans by 8,868 miles."

During the first World War, *The Spokesman-Review's* promotional literature for national advertisers dealt mainly with the impact of the war on industries between the four mountain ranges. Typical headlines in mailing pieces issued in this period were: "Advertise in the Field That Produces One Twelfth of the Wheat Crop of the United States," "\$36,501,000 Added by War to the Value of 1918 Metal Output of Spokane Country."

But such information was not enough. National advertisers and their advertising agents were demanding far more detailed facts and figures about the different markets reached by the nation's news-

papers and were already getting such details from other newspapers in the larger cities. In answer to the growing demand, *The Spokesman-Review*, in 1917, issued an eight-page booklet entitled "Mercantile Trade Conditions in the Spokane Country." The booklet contained a map of Inland Empire cities, towns, and railways. It showed the sources of income. Listing 240 towns in its field it gave for each the latest population figures, circulation of the daily and Sunday *Spokesman-Review*, and the number of stores in each town for eight different lines of merchandise. Estimates were also made as to the amount of money spent by "Spokane Country" people. Figures were given as to the area's expenditures for eighteen different commodities, from automobiles to tobacco. J. M. Comstock, head of the Spokane Dry Goods Company, and other business executives co-operated in making the estimates. This was no more than a start in a line that later was to see extraordinary development. From that time on market studies multiplied and became more elaborate.

As another forward step *The Spokesman-Review* established a Merchandising Service Department. Manager of this department was Tom J. Turner, who later became business manager of *The Spokesman-Review*.

A descendant of slave-owning Southerners, Turner was born at Travelers Rest, South Carolina, in 1887. Beginning in 1905, for four years he was merchandising, advertising, and sales manager for department and specialty stores in the Southeast. During the following eight years he was active in advertising and sales agency work, specializing in retail merchandising and advertising. Coming to the Pacific Northwest for his health, he joined *The Spokesman-Review's* business department in 1919. Calling on his experience in the South, for a time he handled merchandising service and new business. Becoming national advertising manager of *The Spokesman-Review* in 1921, he expanded the newspaper's sales promotional efforts. Previously *The Spokesman-Review* had made considerable use of space in business publications to call attention to its growing circulation in the area between the four mountain ranges, but such advertising was sporadic. Now the business-paper campaigns were run on a regularly scheduled basis.

This general publicity went hand in hand with the preparation of detailed market studies for different classes of business. In 1922 *The Spokesman-Review's* Merchandising Service Department put more than three thousand general surveys, special market reports, and service reports into the hands of advertisers and advertising agencies.

Progressive newspapers throughout the country had been giving services of this order for a number of years. Combined with audited circulation, this co-operation was an important factor in stepping up the volume of national advertising. By taking advantage of these services, manufacturers could plan their advertising and sales campaigns with greater assurance of success. But early in the game newspaper executives learned there was no limit to the free helps for which advertisers would ask. To curb the tendency toward unreasonable handouts, definite action was taken, in June, 1914, by the Newspaper Division of the Associated Advertising Clubs of the World. Included in a set of "Standards of Newspaper Practice" was a provision defining the "co-operation" to be given advertisers. In succeeding years, newspaper executives ironed out various controversial provisions in this code. A revised Standard of Practice was approved in 1922 by the Associated Advertising Clubs. *The Spokesman-Review* adopted this code and lived up to it.

The varied promotional efforts having proved successful, a National Advertising Bureau was formed, in the fall of 1923, to sell space to national advertisers in *The Spokesman-Review* and *Spokane Daily Chronicle* co-operatively. Tom J. Turner was manager. New ways were found to tell the old story—that advertisers would find it profitable to go after business not merely in Spokane but in the entire Inland Empire, the territory defined by Frank Dallam in the very first copy of his *Spokane Falls Review*. Turner coined such catch phrases as "A Market Worth Winning Completely," "Cover Spokane and Spokane Country Like the Sunshine," "The Spokane Country—Heart of The Pacific Northwest."

Many front-page boxes, run by *The Spokesman-Review* during this war and postwar period, brought salient facts to the attention of Spokane merchants. Typical headlines: "Morning Newspaper Has Long Life," "Extra Profits from Inland Empire's 1915 Wheat

Crop Will Be Enough To Build and Furnish Street of Attractive Homes Extending From Spokane to Seattle.”

Front-page statements run in 1915 featured *The Spokesman-Review's* average paid circulation in 1914 of 37,980 daily, 56,653 copies Sunday.

Booklets were issued containing collections of talks on advertising by leading authorities in the realm of publicity. Quoted, for example, was John Wanamaker's statement: "To discontinue an advertisement is taking down your signs. If you want to do business you must let the public know it. I would as soon think of doing business without clerks as without advertising."

Many different plans were adopted by *The Spokesman-Review* to stimulate circulation. Display space was used liberally to publicize coming editorial features, such as a series of articles by Ambassador Gerard, services such as Frederic J. Haskin's Washington Bureau, through which individual readers could obtain special information. By becoming a subscriber to *The Spokesman-Review*, one was entitled to buy certain articles of merchandise at a low price and to pay for them in small weekly installments. Among articles offered were vacuum cleaners, electric percolators, a walking talking doll. Boys were rewarded for getting subscription orders. They could earn Y.M.C.A memberships, baseball outfits, bathing suits, a trip to the Panama-Pacific International Exposition at San Francisco with all expenses paid.

How the classified want ad columns could be used to advantage by readers was emphasized day in and day out through the pages of *The Spokesman-Review* and through the mails. During the first World War readers were urged to raise poultry to save meat. This meant consulting the want ads to find out where to buy hatching eggs, breeding stock, and baby chicks. A large volume of advertising for this classification was obtained. Growth in automobile ownership created a new classification, "Used Cars," and display space was employed to call attention to it.

*The Spokesman-Review's* extensive promotion program was characteristic of the newspaper. From the time in mid-1894 when he first gained control, W. H. Cowles saw to it that there was a con-

stant flow of publicity to build up the two sources of revenue—advertising and circulation. Especially in the earlier years, he personally supervised much of the newspaper's promotion and originated not a few of the business-getting ideas. Through his success in selling space to advertisers, and newspapers to subscribers, the publisher was able to buy outstanding features and meet the expense of voluminous telegraphic dispatches—including *The Spokesman-Review's* share of the enormous cost of covering the European War—and still stay in business.

Among other additional expenses there were those for mechanical improvements. Advances were made in *The Spokesman-Review's* printing-plant equipment during the war years, including the installation of a color-magazine press in 1917. As there was no suitable place in the Review Building to put it, the press was set up in another building about half a block to the north, on the east side of Monroe Street. A major reason for buying the press was to provide a means for printing the recently acquired Pacific Northwest Farm Trio. But the installation of the magazine press was also highly important to *The Spokesman-Review*, for it resulted in more color features in the Sunday edition, better registration of color, and, in time, in four-color advertisements.

Improvements in the distribution of *The Spokesman-Review* went hand in hand with advances in printing. Speaking of Stevens County (organized in 1863) the *History of North Washington* states that, during this county's first few years, "the Portland *Oregonian* was the only paper in the North West carrying Associated Press dispatches, and by the time it reached its Stevens county subscribers it was five or six days old." In the nineties residents of Stevens and other Inland Empire counties obtained their AP reports through *The Spokesman-Review* on the day of publication but, for a long time, this newspaper did not reach the more distant Inland Empire points until afternoon on the day of publication. Carrier boys delivered the papers to the homes of subscribers after school. Even as late as 1910, according to an article printed in March of that year, all copies of Spokane's morning paper intended for points outside the city were distributed either by mail or express. The system was



changed slowly but surely when motor cars became speedier and more dependable, and when a network of improved highways, fanning out from Spokane, was built between the four mountain ranges. A plan for motorized delivery of *The Spokesman-Review* was gradually developed and it constituted an important advance in this newspaper's regional service. Delivery by automobile and motor truck eventually brought pre-breakfast delivery even in those parts of the Inland Empire most distant from Spokane. Farming centers to the south were among the first to benefit from this new method of distribution.

"Palouse Folks at Breakfast Have Sunday Spokesman-Review to Read" was the title given to a column-and-a-half article in the Sunday *Spokesman-Review* for June 25, 1922. The story told how *The Spokesman-Review* had been delivered to Palouse country towns by motor truck the previous Sunday. A reporter had taken the 165-mile ride in order to write about it. The article was published without a by-line and the following are extracts from the account of the trip:

Jack Lyon, the driver, stepped on the starter of his Reo "Speed Wagon" at 12:40 A.M. and the machine rolled out in Sprague avenue. Following a streetcar line it entered the Inland Empire highway from the eastern end of the High Bridge. For two miles the road was paved, then the paving ended in hard, smooth gravel. After a long climb out of the Latah creek ravine the lights of Spangle gleamed through distant trees invisible in the night. At Spangle the night patrolman helped lift the papers for Spangle folks off the machine.

Bundles of papers were dropped at town after town. At Plaza, where nothing was visible but a towering grain elevator . . . Rosalia, silent on its shaded hillside . . . Thornton, sound asleep as the truck swung through its main street at 3 A.M. Off to the left Steptoe Butte stood sentinel over the town that bears its name. Its symmetrical form appeared again after the truck swung by the big cooperative elevator at Cashup, which looked—in the dim light of early morning—like a sharp cleft in the skyline of the hills which lay beyond.

It was broad daylight when the truck ended its invigorating slide down the long highway that leads to the fertile bottoms of the Palouse river and to Colfax. Here bundles of papers were loaded into another car, waiting to take the papers to Lewiston, Clarkston and other towns in that vicinity. It was now 3:30 and a stop was made for "coffee and. . ."

Out of Colfax stiff grades were met on a rough detour. Then came a 35-mile stretch to Central Ferry on the Snake River. Here the efficient and

taciturn Hastings brothers ferried the truck across the muddy, swift-flowing stream on a flat-bottomed skow, held in the current by ropes attached to a steel cable stretched high above the surface of the water, from shore to shore.

The region south of the ferry was thickly populated with jack rabbits. These long-eared animals sprang up at the side of the road, raced the truck for hundreds of yards, then would dash off through the bunch grass and sage. Some of the animals which had turned in the wrong direction were lying dead along the highway. Beyond the sagebrush country were fields high with grain. Wheat was growing fairly up to the front yards of the farms, front yards brilliant now with red and yellow roses and other blooms with a fragrance that blotted out the odors of gasoline and a hot engine as the truck raced by.

The town of Dayton rested the eyes, with its beautiful shade trees, well-paved streets, carefully tended lawns and a spick and span business section. Beyond this prosperous farming center the road followed the windings of the sky-blue Touchet river, which looked like an eastern trout brook with prosperous farms, at varying distances from its banks. At Waitsburg and along a detour past Prescott, the roads were bad as they were being surfaced with gravel, containing it seemed, stones as big as league baseballs! But the last 11-mile stretch into the garden city of Walla Walla was a pleasure, even though, as the truck topped the last rise and the city came into view, the first glimpse was of the state penitentiary.

Truck driver and reporter were dusty and tired but satisfied as their "Speed Wagon" rolled up before the office of *The Spokesman-Review's* Walla Walla representative Fred Reed who helped them unload the last thirty-odd bundles.

Further expansion of the Inland Empire Paper Company plant at Millwood, source of *The Spokesman-Review's* newsprint, took place in 1916. A statement by manager R. S. Talbot in March, 1916, told of the expenditure of \$250,000 to be made that summer, bringing the total investment in the plant to \$1,500,000. Plans were then far along to build a sulphite plant of steel, brick, and cement for the manufacture of acids and other raw materials previously shipped in. More than fifteen million feet of spruce and white pine logs were now being cut in one year from Inland Empire forests for conversion into paper at the plant. At this time the Millwood plant had from 190 to 200 employees. Counting those in the woods, the number working for the paper mill ranged from 300 to 400.

In November, 1920, *The Spokesman-Review* took the initiative in the formation of the Pacific Northwest Newspaper Association.

An organization meeting was called and some twenty newspapers of Washington, Oregon, Idaho, Montana, and British Columbia joined to form the association. J. F. Young, business manager of *The Spokesman-Review*, was chosen president. It was one of several regional associations in which newspapers banded together.

This step was in accordance with the basic aims and policies of *The Spokesman-Review's* publisher. Throughout his career W. H. Cowles joined hands with other publishers in advancing the interests of the entire newspaper industry.

## CHAPTER X

### Good Times and Bad

*Years 1924 Through 1933—W. H. Cowles's Two Sons Join Spokesman-Review Organization—Growing Popularity of News Pictures—Attempts to Blow Up the Newspaper Plant—Maintaining News Service at a High Level in the Face of a Depression.*

**I**N THE decade from 1920 to 1930 the Inland Empire gained only 27,267 in population—a starveling 3.9 per cent compared with a thrifty advance for the nation as a whole of 16.1 per cent. The Inland Empire's population counted in this census totaled 732,693. Spokane, in the same decade, climbed to 115,514, a gain of 10.6 per cent.

But while the district between the four mountain ranges was marking time as regards population growth, in common with the rest of the United States, its mode of life was undergoing dramatic changes. By 1928 it was estimated that there were 91,642 passenger automobiles within 150 miles of Spokane. Another estimate made at the time was that \$87,962,000 had been spent in building highways in this area.

The Inland Empire now had in its highway system 167 miles of concrete road construction, 185 miles of asphalt, 11,824 miles of macadam and gravel.

The region shared in the headlong prosperity of the 1920s, which ended with the stock-market collapse of October, 1929. All of its basic industries—farming, mining, lumbering—were hard hit by the depression. Yet it was during the low-water mark of business activity that a new era of prosperity and growth began for this district with the building of Grand Coulee Dam, started in 1933. (See Chapter XX.)

William H. Cowles, Jr., elder of the publisher's two sons, joined

the staff of *The Spokesman-Review* on a full-time basis following his graduation from Yale in 1924. He was then twenty-two years of age.

He began his education at the Washington Public Grade School in Spokane in 1908. He attended here until the spring of 1914, except for being tutored while in Santa Barbara each winter with his parents and, early in 1912, when attending Miss Spear's School in Colorado Springs for a short time while his father and mother were in South America.

He attended the Deane School for Boys in Santa Barbara from 1914 to 1918 and then the Thacher School in Ojai, California, until 1920, when he entered Yale University.

He played on the baseball team at Deane, was a member of the track and baseball teams at Thacher, and was manager of the hockey team at Yale.

In his school days he carried a newspaper route on the south hill in Spokane and during college vacations was a reporter for *The Spokesman-Review*.

In the business department of a newspaper, selling classified advertising is regarded as good elementary education in advertising salesmanship. Each sale is small. In order to get by, the salesman has to develop an effective sales technique. William H. Cowles, Jr., started in the classified department. A year of that and the publisher's son moved into the display advertising division, presenting market data to merchants and taking part in the sessions of the sales staff. His next job was in the circulation department. He solicited subscriptions from door to door, worked with the carrier boys, and rode the motor trucks which delivered newspapers to Inland Empire towns.

Before the United States was drawn into the first World War, preliminary plans had been drawn for a new building next to the Review Building that would provide "more room for living" and additional mechanical equipment. War and its aftermath postponed the project for ten years; but in March, 1926, G. A. Pehrson and Associates (the architects who had sketched the earlier plans) were engaged to draw plans for the new structure. W. H. Cowles, Jr.,

assisted in the planning; he traveled to other cities to study newspaper plants, returning home with many ideas and observations to thresh out with the architects. He participated in the selection and purchase of new presses and other new equipment. A variety of duties came with his appointment as assistant to the publisher.

While learning about the newspaper business at first hand, doing necessary jobs, making decisions, and participating in the give and take with associates and public alike, he learned many important lessons.

Like his brother, Cheney Cowles began his newspaper work as a carrier boy. He started his education in the Washington Public Grade School in Spokane, which he attended for part of one year. This was followed, during the next seven years, by attendance at the Deane School for Boys in Santa Barbara and by periods of tutoring as the family divided its time between the two cities. Cheney entered the Thacher School at Ojai, California, in 1922. In 1926 he graduated and entered Yale. While at Yale he was coxswain of his class crew in his Junior and Senior years. He did some writing for the *Yale Daily News* and was awarded the Curtis Literary Prize for his completion of Sir James M. Barrie's unfinished play, "Shall We Join the Ladies?"

On graduation from Yale with a B.A. degree in 1930, and on completion of the university R.O.T.C. course, he received a commission as second lieutenant in the U.S. Field Artillery Reserve.

He went to work on *The Spokesman-Review* in the fall of 1930 as a circulation solicitor. He did circulation and advertising work until January 1, 1932, when he started in the editorial department.

A broad plan, visioned by W. H. Cowles for the future of *The Spokesman-Review*, was being put into effect. A newspaper has two sides, both vital to its existence: editorial and business. The elder of the two sons, while having a grasp of editorial problems, would fit himself primarily for such newspaper functions as advertising, circulation, and mechanical production; the younger son, while understanding the business phases, would become a specialist in the editorial department.

As *The Spokesman-Review* entered its fourth decade under the control of W. H. Cowles, Sr., the work of its editorial department was being performed largely by those who had been with the paper anywhere from five to thirty-five years. Among the newcomers on the editorial staff who remained with the paper for many years were John A. d'Urbal, Charles R. Stark, Jr., A. B. Keith, Mabel S. Watrous, and Aubrey L. White. (See Chapter XIII.)

News in pictorial form—which had made the first “horseless carriages” and “aeroplanes” graphic for *Spokesman-Review* readers—continued to grow in popularity. Sensing a trend which resulted in a flurry of picture magazines in 1936 and the years immediately following, W. H. Cowles resumed the publication of an entire newspaper page of pictures with *The Spokesman-Review's* Sunday magazine section for July 21, 1929, a feature already tried out successfully by *The Spokesman-Review* as far back as the year 1916. That was only three months before the crash of stocks in Wall Street. The depression that followed that crash put Joseph Medill's advice to “Publish the news” to a severe test, but W. H. Cowles continued to adhere to the basic policy formulated by his former chief on the *Chicago Tribune*.

While 1932 newspaper advertising in the United States dropped generally to twelve-twentieths of the 1929 volume, *The Spokesman-Review* devoted nineteen-twentieths as much space to news and features for readers during 1932 as it did in the peak business year of 1929. In the very depths of the depression the pictorial news feature was expanded. Regular publication of a full page of pictures in the Monday paper was begun with the issue of February 27, 1933. It was run on the back page. Showmanship was evident in the choice of subject matter for the feature's launching: the coming inauguration of Franklin Delano Roosevelt as President. The page carried the headlines: “Stage Set for Inauguration and Here's Cast of Characters.”

How *The Spokesman-Review* maintained the volume of editorial matter at a high level during the depression is shown by listing its news and feature services for the period when business activity generally was scraping bottom, the first three months of 1933.

During this bleak quarter year, the regular departments and services of *The Spokesman-Review* were as follows:

BOTH DAILY AND SUNDAY

Associated Press dispatches	"20 Years Ago Today"
Associated Press news pictures	Weather Forecast, U.S. Weather Bureau
Spokane and Inland Empire news	Inland Empire News Section
North American Newspaper Alliance Service (N.A.N.A.)	Obituary
Church and Society items	Sports (local)
Pre-School Association news	Sports (national)
P.T.A., Grade, and High School news	Sports (Inland Empire)
College and University news and pictures	"At the Sports Desk"
Column by Will Rogers	"With the Bowlers"
"Good Taste Today," by Emily Post	Society News
Patterns	Society News pictures
Stock Price Index	Club News
Foreign Exchange	"Hollywood Column," by Mollie Merrick
Investment Trusts	"The Right Word," by W. Curtis Nicholson
Stock Leaders	"Movie Comment," by Margaret Bean
Bank Clearings	Radio News and Programs
Wheat Quotations (national and local)	"New York Today," by Mark Barron
Current prices of sugar, potatoes, dairy products, livestock, and many other items	Cross Word Puzzle
Prices to Retailers	Financial Pages:
Prices to Producers	Mines and Mining
Oil News	Metals (London and New York)
Grain Quotations and Movements	Bar Silver (London and New York)
City and County Records (Births, Marriage Licenses, In the Superior Courts, Building Permits)	Silver Futures
Editorials	Stock and Bond Quotations
Cartoon	Money
The Forum (Letters to Editor)	Wall Street Briefs
Service Department	Comic Section:
"Facetious Fragments," by Stoddard King	"Ella Cinders," by Conselman and Plumb
	"The Gumps," by Sidney Smith
	"Gasoline Alley," by Frank O. King

DAILY ONLY

Serial story	"Believe It or Not," by Robert L. Ripley
"How to Live," by Dr. W. A. Evans	Sports article by Grantland Rice
Recipe Service	



## SUNDAY ONLY

Magazine Section, with process color cover	"Smitty," by Berndt
"The Week in Finance" (Associated Press)	"Herby," by Berndt
Industrial Suburbs	"Maw Green," by Harold Gray
"Doings On and Near the Apple Way"	"Dick Tracy," by Chester Gould
Article by Kathleen Norris	"Moon Mullins," by Frank Willard
Drama Review	"Winnie Winkle, the Breadwinner," by Martin Michael Branner
Lodge News	"Kitty Higgins," by Frank Willard
Local current shows reviewed	"Harold Teen," by Carl Ed
Garden articles by Aubrey L. White	"Chris Crusty," by Conselman and Plumb
"Round Town and Beyond," by Aubrey L. White	"The Absent-Minded Professor," by Carl Ed
Page of automobile news	"Mutt and Jeff," by Bud Fisher
"Books, New and On the Way"	"Progress of Flight," by Walter Williams
"Latest Facts from Science, Mechanics, and Invention"	"Hawkshaw the Detective," by Watso
Illustrated feature stories	"Cigarette Sadie," by Chester Gould
Comic Section:	"Looie-Blooie," by Martin Michael Branner
"Little Orphan Annie," by Harold Gray	"That Phoney Nickel," by Frank O. King
"The Captain and the Kids," by Bernard Dibble	"Old Doc Yak," by Sidney Smith

The "Service Department" was and is a part of the newspaper reference library. In 1925 W. H. Cowles took steps to expand and improve its facilities. The beginnings of the department date back to the regime of Harvey Scott, editor in the late eighties, when the *Spokane Falls Review* benefited from *Portland Oregonian* books and data.

Under the reorganization plan several related functions of the newspaper were combined in one unified department. Included were the filing of clipped news articles and cuts, started at least as early as 1908; the answering of questions from readers, a service performed as early as 1899. A question and answer department was first offered under the title of "Service Department" in 1917, when the draft act resulted in many queries about military matters. To manage the reorganized reference library and related activities, W. H. Cowles chose Wilbur Kirkman, who had been on *The Spokes-*

*man-Review's* editorial staff since 1913. He had been a reporter, copyreader, telegraph editor, assistant editorial writer, and Sunday editor. The son of a Methodist missionary, Kirkman was born in Union, Oregon, in 1885. His parents had come to Sacramento, California, in 1876, then by river steamer to San Francisco, by ocean vessel to Portland, and by river craft to Pendleton in order to reach the southern part of the Grande Ronde Valley, where Union is located. He was educated in the public schools of Spokane and at the University of Oregon. He founded the *Dickinson*, North Dakota, *Post* in 1906, was on the editorial staff of the *Duluth News-Tribune* from 1910 to 1911, and, during the following two years, was with the *St. Louis Globe-Democrat*.

The work of the library is twofold: to gather and file reference material, then, perhaps years later, to make the data available either to the editorial workers, the business department personnel, or the general public. Sometimes producing a wanted fact or figure the instant it was requested had a spectacular effect in contrast to the routine drudgery of filing it.

Items of city and regional news that appeared to have future value for reference were clipped and filed. The clip file was housed in cabinets 11½ by 16 inches. The drawers had room for two rows of envelopes, separated by a built-in partition. Pamphlets were filed in the same manner as clippings and in the same size of envelopes. Cuts of news pictures, groups of persons wearing hats or costumes, went into the library "hell box"—repository for discarded material—to be held for six months.

Photographs were cut down to fit an envelope 6½ by 10 inches. Cuts two to four columns wide were filed lengthwise in envelopes 5½ by 8 inches. Single-column cuts were placed in "coin" envelopes with two proofs, one inside and the other pasted on the envelope. Cuts wider than 4 columns or deeper than 5 inches were filed in 6½-by-10-inch envelopes.

A card file contained an accumulation of references dating back many years, including the subject matter of discarded clippings and dates of papers in which the original news items could be found.

Widespread correspondence resulted from the answering of ques-

tions. Within five or six years *The Spokesman-Review's* Service Department was answering fifty thousand queries annually, and in another five years double that number.

Typical questions:

Where can I get designs for hitches for tying a pack on a horse?

What are the Indian words for "good enough"?

How long does it take for a divorce to become final in Idaho?

How many homes are there in Spokane for old people?

I have a lost pigeon with numbers on it and was wondering whom to notify?

Only a small proportion of the questions and answers, those of general interest, were published in *The Spokesman-Review*. Others were answered by mail, by telephone, or in person.

The staff of the library makes an effort to answer every question. If the answer is not in the files, outside authorities are consulted. For legal questions, the library employs attorneys in Washington, Idaho, Oregon, and Montana, to whom queries concerning the laws of the different states are submitted.

When the Chronicle Building was completed in 1928, the Service Department was given quarters on the fourth floor. It is as nearly fireproof as modern equipment experts can devise. Cabinets, shelving, and furniture are of steel. The floor is of magnesite over concrete, the walls of concrete and steel. The library is equipped with a counter, tables, and chairs.

By April, 1931, the library shelves contained 5,000 volumes, the cabinets 25,000 envelopes of clippings and pamphlets, 57,000 envelopes of photographs and mats, 18,000 cuts. Available to the public are atlases, dictionaries, Spokane city directories, recent issues of selected newspapers, the WPA newspaper index, and files of Spokane newspapers for several years back. The telephone board is a library function. Besides *The Spokesman-Review*, the newspaper library also serves the *Spokane Daily Chronicle* and the Pacific Northwest Farm Quad ("Farm Trio" before the addition of the *Utah Farmer*).

One of the toughest questions *The Spokesman-Review* ever had to answer was posed in midsummer, 1927, but not as a Service

Department query. Right on its own doorstep, *The Spokesman-Review* found one of the big news stories of the year, a story that had plots and counterplots, clever detective work, mystery, danger, blackmail, courtroom scenes, and a wide variety of characters.

A homemade bomb containing enough dynamite to blow up the Review Building and wreck other near-by structures was discovered at the front entrance of *The Spokesman-Review's* business office, over against a large supporting pillar of the building, on the morning of July 5, 1927. The fuse had burned to within three inches of the percussion cap. The baffling question was: Who put it there and why?

One hundred and two sticks of high-power dynamite had been carefully packed with rock and sawdust in a fifteen-pound coffee can; the exhaustion of the supply of oxygen in the tightly sealed can had extinguished the fuse before it could explode the bomb.

L. C. Hollister, Review Building head janitor, saw the big can at the building's entrance a quarter of an hour after midnight but, thinking some fellow worker had left it there and would pick it up later, he merely swept around the can and left it where it was. But two employees of the circulation department, Gerald Pool and Lloyd Ebner, saw the can when they came to work at 5:15 A.M. Becoming curious, they opened the can and, noting its contents, called the building engineer, C. A. Johnson.

The bomb, it was believed, was placed at the entrance to the building around midnight, at a time when the editorial and composing-room forces were at work in the building but when street traffic was light. The attempt to blow up the Review Building recalled the dynamiting of the *Los Angeles Times* building on October 1, 1910, with the loss of twenty-one lives and \$500,000 worth of property.

One thousand dollars reward was offered by *The Spokesman-Review* for information leading to the arrest and conviction of the person or persons responsible for the attempt to blow up its plant. City detectives and operatives of the Pinkerton Detective Agency worked on the case. Henry Ilse, truckman at Fire Station No. 3, was taken in custody early on July 15 and charged with the crime. Son

of a respected and hard-working tailor, he admitted ownership of the dynamite. He had bought it, he said, to use in blowing up stumps on his ranch on Wild Rose Prairie. He was familiar with the use of explosives in his ranch work and, previously, as a miner. He admitted that the big coffee can was his; he had used it as a bread box. But he vigorously denied he had anything to do with the attempted bombing.

This was his story: One of *The Spokesman-Review's* vigorous crusades, dating back at least fourteen years and carried on steadfastly, had been against adoption of the "double-platoon" system advocated by members of the fire department. Under this arrangement, sometimes described as the "day-on-and-day-off system," one platoon of firemen would be on duty for twenty-four hours, then would be on their own time for an equal period while a new shift took over. *The Spokesman-Review* held that a trial of the system in 1914 had shown that it increased the cost of fire protection and reduced efficiency because of the tendency of firemen to engage in outside occupations in their spare time. At the election held March 8, 1927, Spokane citizens voted against the double platoon system 14,509 to 8,179. Henry Ilse claimed that members of the fire department had tried to get even with *The Spokesman-Review* for this defeat and for its long opposition to the double-platoon system by placing the bomb in front of the newspaper plant and had taken out their malicious spite on him by making it appear that he was guilty. When arrested the accused fireman was carrying a loaded revolver and had a rifle in his car, needed, he said, as defense against his enemies. His father, a tailor, raised \$10,000 to free his son on bail.

The truckman was put on trial September 13, 1927, with Prosecutor Charles W. Greenough and Deputy Prosecutor Louis F. Bunge appearing for the state and N. E. Nuzum, R. W. Nuzum, and Don F. Kaiser for the defense. The jury panel consisted of five women and seven men, with one other man as alternate juror. The prosecution introduced evidence to show that the defendant had bought the dynamite under the assumed name of "Wright," that he owned the can in which the explosive was placed, and, because of trouble in the fire department, had conceived a bitter hatred against Chief

Weeks and other members of the department. The defendant was identified as a man who had entered a waffle house less than a city block from the Review Building half an hour before the bomb had been discovered.

W. H. Cowles, publisher of *The Spokesman-Review*, testified that prior to Ilse's arrest and, without revealing his identity, the accused fireman had made several efforts to collect \$50,000 from him (or as much as he could get) to finance a fight against a "powerful, secret organization," represented by Ilse as being back of the dynamite plot. When passing Fire Station No. 3, W. H. Cowles, Jr., recognized one of the firemen inside as being no other than the mysterious caller at the Cowles family home. B. H. Gehrett, manager of the local Pinkerton Agency, which had been brought into the case, then established the man's identity and, at the next interview, W. H. Cowles told the truckman that he knew who he was and that there would be no money paid.

In presenting his case to the jury, Prosecutor Greenough held that the defendant was guilty as charged and that his motives were two-fold: to blackmail the publisher of *The Spokesman-Review* while at the same time avenging himself on his enemies in the fire department by shifting the blame for the bombing plot to them.

Defense attorneys said it was just the other way round. They proved that 175 city firemen had contributed \$18.45 apiece to finance their efforts to put over the double-platoon system and that this constituted a "powerful political machine." The "powerful secret organization," they said, had a double motive in engineering the dynamite plot: (1) To frighten the publisher of *The Spokesman-Review* into stopping his attack on the double-platoon system and (2) Getting the defendant, against whom they held a malicious grudge, into serious trouble. To that end, the defense held, some of the conspirators had broken into their fellow fireman's Wild Rose granary and stolen his dynamite, taken the big can from his kitchen, rigged up the infernal machine with a dead fuse so that it would remain intact and thus surely incriminate the owner of can and contents while at the same time serving the secondary purpose of intimidating the publisher of *The Spokesman-Review*. The accused's calls

on the publisher and request for a cash payment up to \$50,000, the defense held, showed an honest effort on the defendant's part to bring the real culprits to justice.

The case reached the jury September 24 and, after deliberating on the evidence for twenty-four hours, the jury brought in a verdict of not guilty. They felt that the accused fireman's guilt had not been proved beyond a reasonable doubt.

While awaiting trial, Henry Ilse had been suspended by the fire department. Following his acquittal his appeal from the suspension was called for a hearing, but instead of seeking reinstatement, he resigned from the department.

Within three months he was in trouble again. Starting in November a series of false fire alarms had been turned in all over the city. Police obtained information that Henry's automobile had been seen around the places where the alarm boxes were located. On December 2 he was arrested and charged with setting fire to a garage belonging to Lieutenant H. R. Woellner, a former superior officer with whom he had had serious differences while a member of the fire department. At his trial in February, two of his former co-workers testified that they had seen Ilse set the fire which had followed two other attempts to burn down the Woellner garage. The defense was that the accused was the victim of a frame-up by members of the fire department. The jury freed him of the arson charge and, shortly afterward, he went to San Francisco.

Despite the opposition of *The Spokesman-Review*, and notwithstanding the heavy adverse vote of Spokane citizens, the double-platoon system was introduced into Spokane's fire department. *The Spokesman-Review* for February 2, 1928, reported: "With the appointment of four new lieutenants to fill out the necessary station personnel the day-on-day-off shift plan went into effect in the fire department last night. The 160 men employed on apparatus work will be on duty for 24 consecutive hours, 80 men at a shift, and will not leave the fire station even for meals. . . . According to Fire Chief Weeks the new plan . . . will virtually be the same as the double platoon."

For three years nothing newsworthy happened to put Henry Ilse's

name in the headlines, but there were many newspapermen who thought of that name in November, 1930. On the forenoon of Saturday, November 22, a small brass-bound trunk was delivered by the express company to the office of The Associated Press on the second floor of the Chronicle Building, located directly south of the Review Building. Until four o'clock that Saturday afternoon it lay in a corner of the office attracting scant attention. Then Cleveland Williams, Associated Press correspondent (on the staff of the *Baker, Oregon, Democrat* before coming to Spokane) and other newspapermen became curious and examined the trunk closely.

It was addressed merely to The Associated Press, Spokane, Washington. Handling of the trunk caused sulphuric acid to leak from it. Williams called the police. The trunk was taken to a near-by locksmith to be opened. Cleveland Williams, Joseph W. Rupley, a reporter, and W. D. Edmunds, mechanical superintendent, went along. The locksmith picked the lock. Williams threw up the lid. Inside the trunk was a suitcase containing 106 sticks of high-power dynamite, a clock attached to a battery from which ran two wires to a box of detonating caps. The time clock had been set to go off at four o'clock. Had it done so great loss of life as well as property damage would have resulted as several hundred men and women were at work in the newspaper plant at the time. However, one of two battery terminals was found to be broken off, as if the mechanism had been damaged in transit.

A sender's tag indicated the trunk had been shipped by Grant Stone, 112 N. Forty-sixth Street, Seattle, but this proved to be a fake name. Labels on the trunk showed it had originally been shipped from San Francisco. With the serial number on the battery in the trunk to go on, police in that city discovered that the battery had come from the store of Julius Brunston & Sons in San Francisco and had been sold October 27, 1929, to a man named Henry Ilse.

The former Spokane fireman was now employed as watchman for the Anglo-Paris-London Bank in San Francisco. In the neighborhood where he lived, Adele Romana, a fourteen-year-old girl, was found who had seen two men on November 18 carrying what she described as "a heavy tool chest." That was four days before the



dynamite-packed trunk was delivered in Spokane. Ilse was arrested at the bank. The Romana girl picked him out of a lineup of ten men in the city jail as one of the men she had seen carrying the "chest."

Next day, as a result of the news stories about these developments, a twenty-four-year-old unemployed bookkeeper, Thomas E. Boyle, walked into the office of District Attorney Mathew Brady in San Francisco and through a voluntary confession added another link to the chain of evidence. Early in November he said he had been out of work and out of funds. Desperate over the condition of his wife, an expectant mother, he had placed an advertisement under "Special Notices" in the *San Francisco Examiner*. It read: "Will do anything for good pay. May be the man you want." A few days later he had an answer from a man named Henry Ilse. This prospective employer represented himself as a victim of persecution by a "political faction" in Spokane. The conspirators, he said, controlled the newspaper he wanted to bomb. He explained that the bomb would not destroy the building but would merely wreck the office of The Associated Press which, he said, would be vacant at the time of the explosion. The scheme was to harm the morale of the newspaper's employees to such an extent that they would refuse to enter the building.

He had no good reason for leaving his bank job and by doing so might direct suspicion at himself. But he would pay Boyle well for doing the job for him. He had worked out all the details. The unemployed bookkeeper would travel north as a coach passenger on the Southern Pacific, checking the trunk as baggage. To baffle anyone who might try to trace it later, he would first go to Portland, then recheck the trunk as baggage from Portland to Seattle. In the Puget Sound city he was to set the timing device and ship the trunk by express to Spokane. Boyle's employer agreed to pay him \$250 and expenses for this co-operation. He supplied his accomplice with a ticket to Portland, attended to checking the trunk, and gave Boyle sixty dollars expense money.

The bookkeeper went ahead with the scheme exactly as outlined, except that in Seattle he reset the time clock and disconnected a wire so that the mechanism wouldn't work.

“Not wanting to kill anybody,” he said, “I fixed the bomb so it wouldn’t explode. But I wanted to collect my money for the job so I made it look as though the connections were damaged in transit.” Bandaging his right hand—part of Ilse’s plot—he used his apparent injury as a pretext to ask the proprietor of the Bush Hotel in Seattle to sign his name, given as Martin O’Malley, on the register; also to ask the cab driver who took him and his trunk to the express office to sign the waybill with another fictitious name. In Seattle he received an additional payment of twenty-five dollars, telegraphed to him from San Francisco by his “boss.”

Boyle said he returned to San Francisco Saturday (the day the story broke) and Monday read that Ilse had been traced and arrested.

“I began to worry and decided to tell the whole story,” he said.

O. G. Peterson, salesman for the Trojan Powder Company in San Leandro, identified Henry Ilse as the man to whom he had sold fifty pounds of dynamite, waterproof fuse, and exploding caps at the foot of Washington Street, near the municipal wharf in Oakland, on October 28, 1930. His customer had said his name was M. A. Owen, that he wanted the dynamite for some quarry work on his ranch at Monterey. The night watchman’s handwriting was proved to be the same as that of the man who checked the trunk from San Francisco to Portland and who telegraphed twenty-five dollars to Boyle in Seattle.

Ilse and Boyle were put on trial in superior court in San Francisco late the following January on charges of malicious and reckless possession and use of explosives. The night watchman’s defense followed the same lines as in his trial on a similar charge three years before in Spokane. Defense counsel said that his client had been persecuted for four years by a “powerful Spokane political ring” and contended this ring planned to strike at its enemies with a bomb but arranged things so as to incriminate his client. Involved in the conspiracy, the defense held, were bookkeeper Boyle, the Romana girl, explosives salesman, railway and hotel employees, battery dealer, handwriting expert, and numerous others who had testified against the ex-fireman in court.



PRESENT PUBLISHER OF THE SPOKESMAN-REVIEW

W. H. Cowles, who succeeded his father, after whom he was named, as publisher of *The Spokesman-Review* on his father's death, January 15, 1946. He was the first general manager of *The Spokesman-Review*, being appointed to this position by his father in 1935.



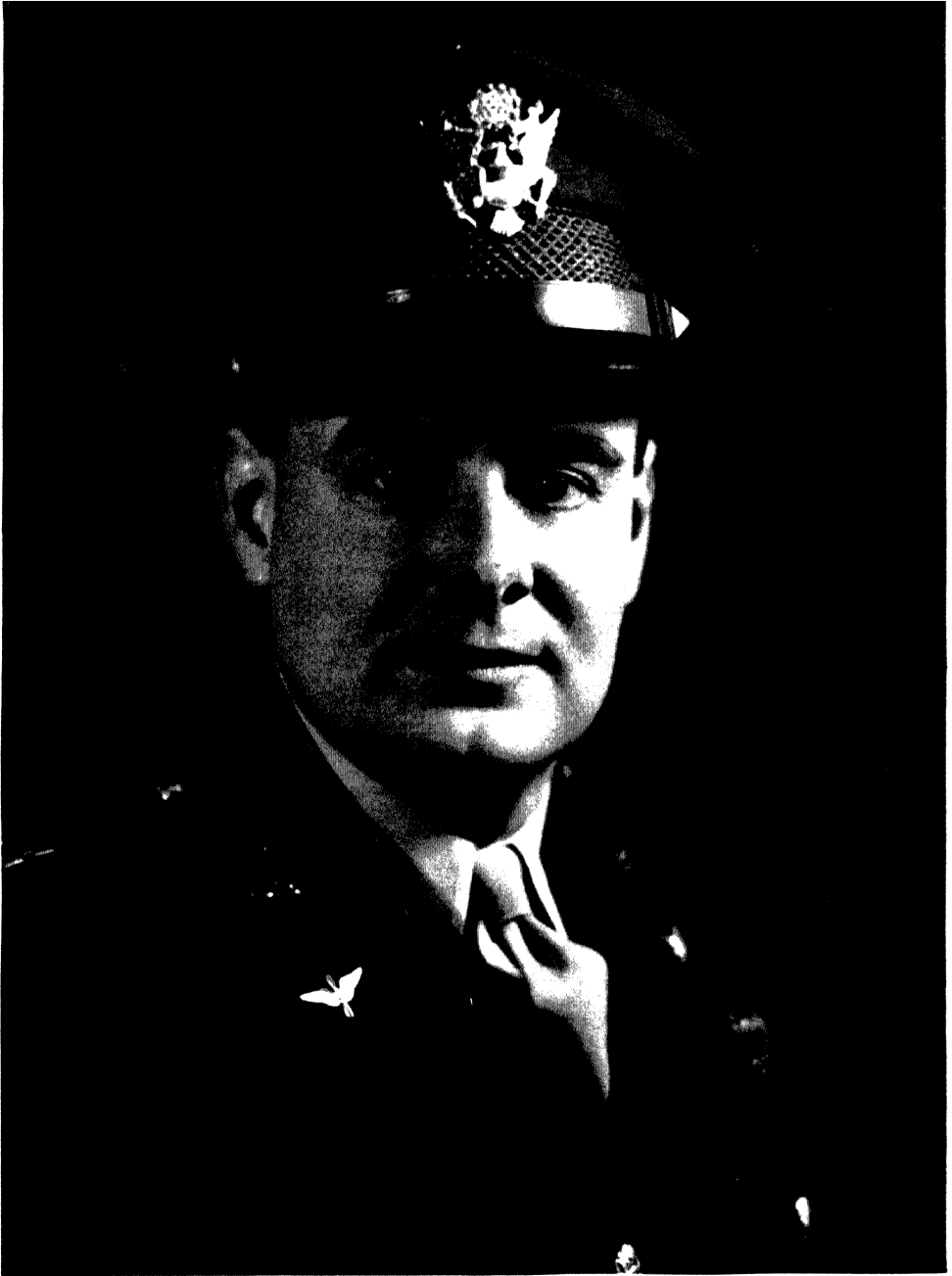
WILLIAM H. COWLES, SR.,

In the publisher's office on the third floor of the Review Building, Spokane. *The Spokesman-Review's* publisher is looking across the table at his two sons. At the end of the table



#### AND HIS TWO SONS

(center) is his younger son, Cheney, who was killed in the crash of a warplane in May, 1943, and at Cheney's left, W. H. Cowles, Jr., who succeeded his father as publisher.



CHENEY COWLES

Younger of the two sons of *The Spokesman-Review's* publisher. He trained with the R.O.T.C. at Yale, receiving a commission as second lieutenant when he graduated in 1930. Joining the newspaper organization in that year and afterward holding positions of increasing importance, he showed a gift for lucid writing, displayed executive ability, and possessed a spirit of public service. At the outbreak of World War II he was a lieutenant in the Army Reserves. Early in 1942 he entered active service, advanced to the rank of major. His death in the crash of a warplane on May 12, 1943, brought a tragic end to his father's plan to make him a dominant factor in the editorial direction of *The Spokesman-Review*.

Unconvinced, the jury found both defendants guilty on five counts. Judge Isadore Harris put Boyle on probation for five years, regarding him as a tool of the former Spokane fireman. The latter was given thirty years on one count and five years each on the other four, the sentences to run consecutively. Incarcerated in San Quentin prison Henry Ilse made repeated efforts to regain his freedom through habeas corpus proceedings and appeals for parole and executive clemency, but his pleas were denied and he died in prison.

The trunk-case conspirators were just two oddities among hundreds of human beings who lent color and excitement to the newspaper pages of the partially rosy-hued, partially indigo-tinted decade. Among others in the headlines were the Indian war veteran, Tom O'Brien, who staged a one-man mounted parade on Riverside Avenue, Spokane, to celebrate his seventy-sixth birthday—N. F. Leopold, Jr., and Richard Loeb, who murdered Bobbie Franks in Chicago—Floyd Collins, who was imprisoned by a fallen rock in a lonely cave and died there—Gene Tunney, who won the world heavyweight championship from Jack Dempsey at Soldier Field, Chicago—these and a host of others.

Outstanding personalities came to the front in the field of politics. *The Spokesman-Review* had expressed faith in Calvin Coolidge when he succeeded Harding, and later backed the Vermonter for a second term in 1924. On August 2, 1927, Coolidge passed out slips of paper to reporters at his summer headquarters in South Dakota. On each was the message: "I do not choose to run for President in 1928." The Republicans nominated Coolidge's Secretary of Commerce, Herbert Hoover, who won the election by a landslide vote over the Democratic candidate, Alfred E. Smith.

*The Spokesman-Review* never wavered in its support of Hoover during the trying years of his administration, and strongly backed him in his campaign for re-election. On election day *The Spokesman-Review* told its readers: "Your judgment four years ago was sound. You made no mistake when you cast your ballot for Hoover. He was the best man then, he is the best man now. He has grown in wisdom, strength and value to the nation."

Returning from an eastern trip during Wilson's administration, W. H. Cowles told his physician, Dr. John T. Bird: "When I was in Washington, I met a young man whose personality impressed me very much. He is Assistant Secretary of the Navy. His name is Franklin Roosevelt."

Twice elected governor of New York, this personable young man was nominated for the Presidency on the Democratic ticket in 1932 and overwhelmingly elected. Hoover carried only six states. The Democrats won majorities in both houses of Congress.

The change in administration brought a period of unprecedented governmental action—the New Deal. *The Spokesman-Review* applauded many of the policies advocated by Roosevelt, criticized others, was apprehensive of some. Far from taking a strictly partisan view of the program, it appraised each act on its merits. Following are *The Spokesman-Review's* reactions to some of the major moves made by the New Deal during 1933: *Declaration of a Bank Holiday*: "Not in many months has the outlook been so charged with cheer as this morning. It seems assured that action, courageous and intelligent, is to take the place of months of futile conflicts of individual opinion in congress." *Roosevelt's Record Up to March 9, 1933*: "Within five days of his inauguration the president has exhibited courage, initiative, independence." *Roosevelt Calls Congress in Special Session*: "In his first message to the new congress President Roosevelt cheers the country and points the way to confidence. Two qualities of his leadership stand out in his message—the quick resort to competent counsel, and the quick step to action." *Banking Bill*: "Unanimous passage of the President's emergency banking bill in the house was largely due to the broadminded, patriotic support of Congressman Snell of New York, republican house leader. . . . Ex-President Hoover's timely call for support by republicans was another powerful influence." *Roosevelt's Address to the Nation on the Radio, March 12, 1933*: ". . . took on the high character of a sermon. It was an appeal to the courage, patience, patriotism and spirituality of the people. . . . The President does well to take the nation into his confidence." *Agricultural Relief*: "President Roosevelt and the country may find after all that the best road to farm



relief will be through a scaling down of farm indebtedness, rather than by attempts to lift prices of farm products." *F. D. R.'s Hammering While the "Iron Glows"*: "That seems good judgment." *President's Request Asking Authority to Negotiate Reciprocal Tariff Treaties Wherever He Pleases*: "Expecting too much to ask the opposition party to abandon its historic policy of protection for American labor and industry and give the president a signed check." *Protective Campaign in the National Forests*: "One of the best policies of the Roosevelt administration." *President Roosevelt's Vigorous Slashing of Running Costs of the Federal Government*: "A shining example for governors, county and city commissioners and other taxing bodies." *President's Policy of "Controlled Inflation"*: "What value would the dollar have to be scaled down to in order to 'raise commodity prices to such an extent that those who have borrowed money will, on the average, be able to repay that money in the same kind of dollar which they borrowed'? If you can figure that out, you will know where the president intends to carry his inflation policy, and stop then—if you can." *F. D. R.'s October 22, 1933, Radio Talk*: "When the tempest lashes and the ship of state rolls in the billows, it is well that the Captain speak with courage, as the president spoke Sunday night to the nation."

The whirligig of politics was matched by swift changes in the field of advertising. New products were being put on the market (the Kelvinator electric refrigerator, for one). Old products were being improved (Henry Ford's Model A car, for example, in lieu of Model T). American inventive genius and manufacturing efficiency methods—including the assembly line—were bringing a larger volume of articles for sale to store shelves and showrooms. Advertising was being used in increasing amounts to sell those commodities. Advertising in newspapers climbed from a total of \$775,000,000 in 1926 to \$860,000,000 in 1929. But to get their share of the appropriations, newspapers were called upon to supply authenticated market data. New sources for such data became available. For example: beginning January 1, 1928, Media Records measured the amount of advertising run in newspapers, broken down for a wide variety of

classifications. At first measurements were confined to cities of 100,000 and over but later they were taken in smaller communities. For the first time, in 1930, the Federal census included figures on retail sales.

Finding that national advertisers generally were interested in facts about the area between the four mountain ranges, *The Spokesman-Review's* National Advertising Bureau developed a data book containing many hundreds of basic facts about this district, gathered for the first time under a single cover. The 1926 edition was entitled "Market Facts About the Spokane Country and the Five Major Markets of the Pacific Northwest." The size of the booklet was  $6\frac{7}{8}$  by  $9\frac{1}{8}$  inches. It contained thirty-two pages. Statistical tables were supplemented with charts, maps, graphs, cartoons, and photographic illustrations. "Miss Spokane" was featured on the front cover and throughout the book. As some of the information in one edition became obsolete, a new one was issued. Each new edition was larger and more elaborate than the one before, and more profusely illustrated. These data books were used by manufacturers, distributors, advertising agencies, local merchants, life insurance companies, and others.

In the depths of the depression the publisher of *The Spokesman-Review* financed the most extensive market study ever made in the history of his newspaper business. The study was conducted by the Consumer Research Division of R. L. Polk & Co., directory publishers. Polk previously had conducted similar surveys of other newspaper fields, and was contemplating surveys of 1,280 cities and towns within a three-year period.

In conducting the study the Polk analysts divided the Spokane trade area into two divisions: (1) Metropolitan Spokane, including the city proper and districts immediately adjacent; (2) the Suburban Area, which is the district surrounding Spokane designated by the Audit Bureau of Circulations as "Suburban," and a limited area beyond. Polk field men confined their survey to resident families as distinguished from transients and those living in hotels, boarding houses, and dormitories. In each resident family they interviewed solely the responsible woman head, wherever they could find

her. A representative cross section of the entire territory was included in the survey. In addition to Metropolitan Spokane (coinciding closely with the boundaries of Spokane County) the following communities were embraced in the study: St. Maries, Kellogg, Wallace, Sandpoint, Coeur d'Alene, Lewiston, Walla Walla, Dayton, and Wenatchee.

Starting in April, 1932, approximately two and a half months were spent in making the survey. Field men divided families into "Buying Power Groups"—high, middle, and low. Their method for making this rating was first to ask the direct question, "What is the occupation of the chief wage earner of this family?" Tabulators divided the families into thirteen occupational groups. Their formula for determining the purchasing power involved such factors as home ownership, the ownership of automobiles.

Included in the market study was information about a wide variety of commodities—food products, men's and women's shoes and other articles of wearing apparel, pianos and other musical instruments, laundries, cosmetics, vacuum cleaners, electrical merchandise in general, home furnishings, stoves, oil burners and other heating devices, fuel, refrigeration, radios, telephones, insurance, automobiles, automobile tires, gasoline and lubricating oil, house painting, lumber, brick and lime, insulating material, and real estate.

Facts were obtained about newspaper reading habits, the number of households taking one or more daily newspapers. The Polk survey reflected the progress that had taken place between the four mountain ranges in the threescore years since a settlement had first been made at Spokane Falls. It showed that the following percentages of all families in Metropolitan Spokane owned the articles listed: automobile, 65.47%; vacuum cleaner, 42.76%; piano, 36.64%; electric washer, 44.87%; electric refrigerator, 9.15%.

High lights in the Polk survey were presented to key executives of Spokane at a luncheon in the Davenport Hotel on August 1, 1932. Eric A. Johnston, then president of the Spokane Chamber of Commerce, was chairman. J. V. Richardson, representative of R. L. Polk & Co., introduced the survey to those present. A clever local

actress, Leone Webber, took the part of "Mrs. Real Spokane" in a dramatic presentation of some of the most significant figures developed in the market analysis.

A special room was converted into a study where interested individuals and groups could concentrate on the survey findings. Installations included a large wall map, colored to show the zones into which Spokane and the Inland Empire had been divided for purposes of the survey. Colored posters playing up the market facts and figures were swung on display racks. A "baloptican" projector threw the images of charts on an illuminated screen.

From August 4 to October 29 inclusive, 224 presentations of the Polk data were made either to individual businessmen or to interested groups. In this three months' period, 741 men and women attended the presentations, made by newspaper sales representatives assisted by Polk specialists.

In other ways, also, Spokane's morning newspaper was vigorously promoted. Spokane merchants were reminded that the automobile had replaced the horse and buggy and that, in consequence, more people were coming greater distances to trade in the hub of the Inland Empire. A booklet for advertisers presented the names of all subscribers in Cheney, Washington, on a typical day, July 15, 1927. It was shown that 87 per cent of the subscribers owned automobiles. The make of car owned by each was given. Advertisers were told that shopping trips to Spokane were made easy by the thirty-four trains and seventy-three motor coaches entering Spokane daily, with an equal number of departures.

When Spokane's new Paulsen Medical and Dental Building was opened to the public in August, 1929, *The Spokesman-Review* ran a five-column office ad playing up the fact that 100 per cent of the tenants in the new building were *Spokesman-Review* subscribers.

In 1932 *The Spokesman-Review* won the top award, a bronze plaque, in *Editor & Publisher's* annual promotion contest for the most valuable campaign of three or more institutional advertisements. This award was made for a series of four large display advertisements, with illustrations, depicting individuals who were helping make *The Spokesman-Review*. The illustrations included a

carrier behind the wheel of his truck, a linotype operator, a reporter, and a telegraph editor.

Construction of the new six-story Chronicle Building (already referred to) which was begun late in the summer of 1926, was completed early in 1928. It occupied the balance of the block directly south of the Review Building. Saturday night, January 4, 1928, fifteen linotype machines were moved up two stories and set up in the recently completed composing room on the third floor of the new structure, where three other linotypes and one monotype already had been installed. The moving job was accomplished in the jig time of six and a quarter hours.

In the new composing room all the stereotype apparatus was electric, assuring comfortable temperatures for workers. Magnesite for the floor came from a quarry in Stevens County and was ground in the Spokane Magnesite Company's plant north of Hillyard. Chairs used by linotype operators and proofreaders had been invented by Tom Denson, night foreman of the composing room, and were manufactured by Charles F. Willsie, head mechanic. Chair legs could be shortened or lengthened at will and the chair backs tilted at any desired angle.

Two months later a new press was ready to go in the basement of the new building. Eight months had been required to build it in the Eastern factory of R. Hoe & Company, three more to set it up in Spokane. First issue of *The Spokesman-Review* to be printed on the new press was that of Monday, March 5, 1928.

The new press was 75½ feet long, 9 feet wide, 25 feet 2 inches high, and extended through two floors from the basement to the ceiling of the first floor. Weighing 300 tons, it was operated with two one-hundred-horsepower motors. The press could be started, "inched along," speed-regulated, or stopped by means of any one of many control buttons conveniently located on the equipment. Paper break detectors automatically brought the press to a stop in case of a break in the ribbon of paper, known as the "web." Equipment allowed for a limited amount of color printing. Normal speed of the new press was 36,000 completely folded and counted papers per hour. It could print 80,000 thirty-two-page papers or 160,000 six-

teen-page papers per hour. Operation of the press was visible through plate glass windows on three sides, along Monroe Street, Sprague Avenue and the Chronicle Building lobby.

Folded papers were delivered by automatic conveyors to the mailing room on the second floor. Here men counted the quota of newspapers for each Inland Empire town where carrier service was maintained. Speedamat mailing machines addressed and wrapped the thousands of papers daily for subscribers who received their papers by mail. An endless conveyor belt carried sacks and bundles to spiral chutes above the loading docks on the Monroe Street side of the building and these delivered sacks and bundles to steel tables on the street level. Motor trucks backed up to the tables and were quickly loaded.

After installation of the "black" press, the magazine color press was moved to the new pressroom from the Dodd Block, where it had been in use since 1917. Equipment was added to increase its capacity.

The new Hoe press could print about sixteen hundred times as many papers of equal size as the old Washington hand press on which the *Spokane Falls Review* had been run off. More type could be set on the machines in the new composing room in one minute than the first editor of the *Spokane Falls Review* could set by hand in an hour and a half. This stepping up of output reflected revolutionary changes in the Inland Empire, in the newspaper industry, in the American way of life. Newspapers had been steadily enlarged to carry more news, more news pictures, more features, and more advertising. *The Spokesman-Review* shared in this trend. The expanded printing equipment, combined with a network of improved highways throughout the Inland Empire, now enabled *The Spokesman-Review* to give pre-breakfast delivery of an enlarged newspaper in every part of the territory between the four mountain ranges.

The extent of *The Spokesman-Review's* motorized delivery at the time the new press went into action was shown in a folder for advertisers giving details of *The Spokesman-Review's* distribution for Monday, February 20, 1928. Out of a circulation of 51,160 for that date 22,715 papers were delivered in motor cars or motor trucks.

Nine different routes were served in this way. Terminal points, the time the cars left Spokane, and the number of papers carried on that date were as follows: Blanchard, 2:45 A.M., 313 papers; Coeur d'Alene, 3:20 A.M., 3,712 papers; Colville, 2:40 A.M., 1,327 papers; Coulee City, 2:35 A.M., 1,458 papers; Fairfield, 2:50 A.M., 2,578 papers; Lewiston, 2:00 A.M., 7,137 papers; Newport-Priest River, 2:45 A.M., 1,654 papers; Tekoa, 3:15 A.M., 1,073 papers; Wallace, 2:30 A.M., 3,463 papers.

An inevitable result of this development was a steady loss in the circulation of *The Twice-a-Week Spokesman-Review*. When they could get a daily newspaper on the day of publication, fewer and fewer farmers were willing to wait three or four days for their news. Furthermore, the Pacific Northwest Farm Trio now was giving to farmers and ranchers the localized service in the field of agriculture formerly given by the *Twice-a-Week*. When the *Twice-a-Week's* circulation had dropped to less than a third of its former level, the decision was reached to convert it into a daily. With the issue of September 16, 1929, *The Twice-a-Week Spokesman-Review* was discontinued and the *Spokane Daily Times* took its place. Henry Rising was editor. Coming into existence only six weeks before the collapse of the stock market, the *Times* proved short-lived; it discontinued publication on March 21, 1931.

Beginning in January, 1931, *The Spokesman-Review* was set in larger and more readable type. Previously it had been set in 6-point. Printers called the new type faces 6 $\frac{3}{4}$ -point Ionic and 7 $\frac{1}{2}$ -point Regal, set on 8-point slugs.

The Pacific Northwest Newspaper Association joined with five other sectional bodies on April 20, 1925, to form the American Inter-Regional Newspaper Council. These affiliated sectional bodies, representing eight hundred newspapers in the United States and Canada, were separate from the American Newspaper Publishers Association, which then had 484 members. The additional step united *The Spokesman-Review* more closely than ever with the industry of which it was and is a part.

## CHAPTER XI

### A New Era Begins

*1934 to January 15, 1946, the Date of W. H. Cowles's Death—Clouds of Depression Roll By Rapidly in Spokane and Inland Empire—Greatest Forward Strides in Its History Are Taken by The Spokesman-Review in This Decade—Advances Include Addition of This Week Magazine, Wirephotos, New Home Economics Department, and Starting of Progress Edition—Publisher's Elder Son Becomes General Manager.*

**S**POKANE AND the surrounding empire climbed rapidly out of the depression. Producing one-twelfth of the nation's wheat, this area received substantial benefits from government payments to wheat producers. With a vast area in forests it benefited from the work of the Civilian Conservation Corps. Still more important for the region were the millions in Public Works Administration funds spent in the construction of Grand Coulee Dam.

Gains recorded from 1933 to 1935 tell a story of rapid recovery. All three of the Inland Empire's basic industries—mining, lumbering, and agriculture—stepped ahead. Rising prices and brisk sales in these industries were reflected in climbing bank deposits, an increase in building, and in a larger volume of retail sales. Advertising in Spokane's newspapers also made a substantial gain in this same two-year period. *The Spokesman-Review's* daily circulation gained 18.1 per cent, 29.8 per cent on Sundays.

Once again the Inland Empire grew faster in population than did the nation as a whole. According to the United States census, this district's population climbed to 830,997 in 1940, a gain in ten years of 98,304—13.4 per cent—compared to the nation's 7.2 per cent. Much of the growth was in the irrigated districts, for more than 157,000 additional acres to fertile Inland Empire land had been "put under the ditch" during the decade.



The year 1942 was a milestone marking the beginning of an even greater upward surge in the area between the four mountain ranges. Because of the enormous amount of electric power available at Grand Coulee Dam and because of Spokane's position three hundred miles from the coast and east of the Cascade Mountains, the area became the scene of extraordinary industrial and military development following Pearl Harbor. A detailed study, made in April, 1944, by Donald G. Scott, in charge of postwar planning for *The Spokesman-Review*, listed forty-eight projects and installations in the Inland Empire which were closely related to the war effort. He estimated that at that time the capital investment in war industries, projects, and installations within 150 miles of Spokane, including Grand Coulee Dam, exceeded \$871,000,000.

Among the most colorful of the installations was a United States naval training center at Farragut, Idaho, on Lake Pend Oreille, east of Spokane. At this station, costing around \$49,000,000, upwards of 300,000 bluejackets were given intensified training. *The Spokesman-Review* was first to tell of the great Farragut camp, obtaining the story from Governor C. A. Clark of Idaho.

Beginning March 19, 1934, *The Spokesman-Review* took another forward step in its pictorial news coverage by regularly publishing a full back page of news photographs every weekday instead of on Mondays only.

On August 15, 1935, *The Spokesman-Review* lost one of its most popular features, the front-page, boxed article by Will Rogers, for on that day the versatile cowboy-author and Wiley Post were killed in the crash of their airplane in the Arctic. The aviator-columnist's final article, sent from Fairbanks, Alaska, was printed the day after the tragedy. In it the author told of difficulties met by immigrants to Matanuska, who were attempting to grow crops in that new country. This was the last sentence in the article and the last one penned by Will Rogers in his brilliant career as a writer: "You know, after all, there is a lot of difference in pioneering for gold and pioneering for spinach."

Early in 1935, Colonel Guy T. Viskniskki and Associates were retained by W. H. Cowles to make a detailed operations audit of *The Spokesman-Review*.

Colonel Viskniskki was well equipped for the assignment. A native American of Polish ancestry, he had a brilliant record as a newspaperman. Veteran of the Spanish-American War, in which he was a corporal and sergeant, he volunteered his services in the first World War. In mid-November, 1917, at the age of forty-one, Second Lieutenant Viskniskki arrived in France under orders detaching him from the Eightieth Division for censorship duty, for at that time there was urgent need for qualified men to read and censor the war correspondents' dispatches. Finding discontent and low morale among officers and men, he proposed to his chief, Colonel Walter C. Sweeney, Chief of Censorship, the publication of an American Expeditionary Force weekly newspaper. His suggestion was adopted and in February, 1918, the doughboys' newspaper, the *Stars and Stripes*, was established with Viskniskki as editor and general manager, positions he held during the remaining fighting months of the A.E.F. Attaining a circulation of half a million, the *Stars and Stripes* became fabulously successful. In 1919, now a captain, Viskniskki was promoted to a major in the Infantry, was awarded a citation for conspicuous and meritorious service by General John J. Pershing, and was cited for the Distinguished Service Medal by General Robert Lee Bullard, commander of the Second Army Reserve, and given the rank of lieutenant colonel.

Back in civil life, Colonel Viskniskki plunged anew into newspaper work, was adviser to the *New York Evening Post*, half owner of the *Clarksburg*, West Virginia, *Evening Telegram*, manager of Hearst newspaper properties, including the King Features Syndicate, in Washington, Pittsburgh, Chicago, and New York.

After five months as business manager of the *Chicago Daily News*, he embarked in the business of offering counsel to newspapers, allying himself with a group of associates, each an expert in some newspaper department. He made thorough surveys of the *Indianapolis News*, *Detroit Free Press*, *Los Angeles Times*, the *Portland Oregonian*, *San Francisco Chronicle*, and *Seattle Times*. *Time* acidly described him thus: "He is partly bald, fiftyish, looks something like a pelican." In Spokane he proved to be considerate of employees, made allowances for infirmities, dropped in on department heads

who had tried but failed to see him, was careful not to detain any employee after office hours. He had a keen sense of humor. Once, on leaving an office where he had been in conference with some of the newspaper's executives, he grinningly pulled the light cord as if to demonstrate how he "did his stuff" as an "efficiency expert." It was unusual, he said, to be called in to study the operations of a newspaper so successful as *The Spokesman-Review*. It was, however, characteristic of W. H. Cowles to try to attain higher levels of quality for his newspaper and to seek outside viewpoints in achieving that goal.

Colonel Viskniskki made many recommendations for the reorganization and betterment of *The Spokesman-Review*, including the streamlining of the paper itself, the expansion of the picture coverage, the taking on of new features, additional responsibilities for some of the department heads, and other changes. After careful study his recommendations were accepted and Colonel Viskniskki was given the authority to put them into effect. In this job he had the co-operation of the personnel. Result: *The Spokesman-Review* benefited markedly from Colonel Viskniskki's long years of experience with many of the country's foremost newspapers.

Speaking of the changes he recommended, Colonel Viskniskki said: "One of the first things on my list of recommendations was more authority for Mr. Cowles's two sons." In his plan of organization the position of general manager was created and, in 1935, W. H. Cowles, Sr., appointed his son W. H. Cowles, Jr., to this position. Commenting on the new general manager, Colonel Viskniskki told some members of the staff: "He's like his father in many ways—a chip off the old block."

The position of general manager entailed control of finances, pay rolls, and departmental budgets, and the determination of policies in all departments of the publishing enterprise. Co-operation with other publishing organizations led to additional responsibilities. In April, 1951, W. H. Cowles, Jr.,\* was elected second vice-president of The Associated Press for a one-year term. At that time he re-

\*The present publisher of *The Spokesman-Review*, named after his father, continued using the "Jr." after his name for nearly two years following his father's death, then dropped it. It is used here for identification.

signed from the AP's auditing committee, of which he had been a member for five years, chairman after the first year. Previously, for two years, he had served on the nominating committee. Other positions in the publishing field which W. H. Cowles, Jr., holds today are as follows: He is chairman of the Washington Associated Press Members Association, member of the executive committee of the Pacific Northwest Newspaper Association, a director of the Inter-American Press Association and of the Agricultural Publishers Association.

As his father did, W. H. Cowles, Jr., takes an active part in community building. He is a trustee of the Spokane Chamber of Commerce and a director of the Spokane Community Welfare Association, Spokane County Good Roads Association, and of Inland Empire Industrial Research, Inc., established in 1941 to stimulate industrial development in this area. He was appointed a member of the Executive Board, Region XI, Boy Scouts of America, in March, 1950. He is a director of the Inland Empire Paper Company.

A major feature of the program recommended by Colonel Visknicki was an expansion of services to women and the establishment of a home economics department, a type of service being given by a number of leading newspapers. For the trained home economists who direct such departments, most newspapers adopt a coined name to give a personal touch to the service. The first director of *The Spokesman-Review's* home economics department was Miss Estelle Calkins. She was a graduate in home economics from Oregon State College and had a dietician's certificate from the University of Washington. She had gained dietetic experience in the Virginia Mason and Swedish hospitals, Seattle. She was known as Dorothy Dean.

Regular homemakers' matinees were held in an auditorium seating 250 women. At these shows advertised products were exhibited and demonstrated, with occasional guest speakers on subjects like meatcutting, breadmaking, dressmaking, and gardening. The service included a model kitchen completely furnished with ranges, refrigerator, dishwasher, mixers, and other modern equipment; leaflets and tested recipes, either free or for sale at a nominal price;

advice to women by telephone or in person on homemaking problems; regular articles on the women's pages of *The Spokesman-Review* covering home interests, activities, and problems.

During the first season, extending from October 17, 1935, to August 31, 1936, *The Spokesman-Review's* home economics department had 14,226 visitors, answered 2,322 telephone calls, replied to 1,272 letters and cards, distributed 33,237 leaflets, sold 8,208 home institute booklets, and distributed 11,870 patterns.

The popularity of the department continued. Its personnel was increased. During the war its home economists helped homemakers with many problems arising from the scarcity and rationing of certain foods.

Besides the articles and feature stories contributed by Dorothy Dean, many features and departments were added to those already running in *The Spokesman-Review*. Those added in 1935 included the following:

#### BOTH DAILY AND SUNDAY

"The Great Game of Politics," by  
Frank R. Kent  
Home Institute  
"Pull Up a Chair," by Neal O'Hara  
Expanded sports news, scores of  
minor games

Beauty articles by Elsie Pierce  
"The Kibitzer," by Sam Gordon  
Comic Section:  
"Jane Arden," by Russell E. Ross  
"Winnie Winkle," by Martin  
Michael Branner  
"Apple Mary," by Martha Orr

#### DAILY ONLY

"Just a Minute," by Irvin S. Cobb  
Dispatches from Ethiopia by Lawrence Stallings  
"Your Baby and Mine," by Myrtle Meyer Eldred

"Household Hints," by Estelle Calkins  
"Uncle Ray's Corner," by Raymon Coffman

#### SUNDAY ONLY

"Gallup Political Survey"  
"Thoughts for Sunday," by Dr. Don R. Tullis  
Comic Section:  
"Tarzan," by Edgar Rice Burroughs

"Hawkshaw the Detective"  
"Football," by (Ned Brant) Zupke  
"Looie," by Martin Michael Branner  
"Dill and Daffy," by Link

- |   |                                    |
|---|------------------------------------|
| "A Strain on the Family Tie," by Williams | "Jinglet," by Posen                |
| "Sweeney and Son," by Posen               | "Lena Pry," by Ross                |
| "Them Days Is Gone Forever," by Posen     | "They're Still Talking," by Zuppke |
|   | "War Plane Insignia," by Forrest   |

*The Spokesman-Review* started publication of an annual Progress Edition in 1936. The aim was to record, each year, the unfolding history of Inland Empire growth and development and to visualize this district's extraordinary resources. When the first few issues of the Progress Edition were being planned, W. H. Cowles, Sr., held many conferences regarding them in his office, working out the details with various department heads. At these meetings such things were decided as subject matter and titles for the tabloids, what illustrations were to be used, when the edition would be issued. At this time the pattern was set for what has become an integral part of *The Spokesman-Review's* service to its field.

A varying number of magazine-size sections were included each year with the regular edition of *The Spokesman-Review* for some Sunday in January. Sixty-five per cent of the editorial content of the magazines was pictorial. Many of the pictures were in color. Fifty-two of the tabloid sections were issued during the first ten years. Typical titles were:

- "Grand Coulee Dam—Eighth Wonder of the World"
- "Water—That Mighty Columbia Curbed, A Million Acres to Bloom"
- "1889 Jubilee—Washington's 50 Years of Statehood"
- "Sport—Among Azure Lakes, Sparkling Streams, and Shining Mountains"
- "Industry's Upsurge—Spokane Becomes Light Metals Capital of West"
- "Miracle Mines—World's Greatest Producers Are in Inland Empire"
- "Nature's Bounty—Pours From 18,000,000 Acre Garden Spot"

Industries, business firms, stores, and civic organizations throughout the Inland Empire used advertising space in these historic editions. Readers were urged by *The Spokesman-Review* to have copies sent to their friends, relatives, and business associates outside the Inland Empire. *The Spokesman-Review* co-operated by wrapping and mailing the gift papers. Circulation of the Progress Editions started at 87,500 in 1936 and rose year by year until it reached 122,500 in 1943. On account of paper rationing, a wartime measure,

it was pegged at 118,500 in 1944 and 1945, increasing to 135,000 in 1946.

In addition to the new features, more photographs of timely interest were run than ever before. But sometimes there was a long delay between the time a picture was taken and the time the reader saw it. For years inventors had been trying to find a method for transmitting the image of a photograph to a distant point as fast as words could be sent by telegraph. Finally, late in 1933, after many failures and costly near successes, technicians in the Bell Telephone laboratories found a way of doing it. The new process utilized the photoelectric cell in transferring wire signals to sensitized photographic film.

The Associated Press bought the rights in this invention and made it available to member papers on the same nonprofit basis as news dispatches. Kent Cooper, general manager of The Associated Press, called it "the newest and biggest departure in newspaper work since words were first telegraphed." The new service was started early on New Year's Day, 1935, with twenty-five member newspapers of the AP receiving the speeded-up picture service.

*The Spokesman-Review* started publishing Wirephotos with its issue of Sunday, October 17, 1937. The Wirephotos were sent to Portland, or later, at times, to Seattle where The Associated Press had receiving sets. Prints of the Wirephotos were then sent to Spokane by plane and converted into engravings for reproduction in *The Spokesman-Review*. The first Wirephotos to run in *The Spokesman-Review* filled a half page. They included a scene in a sensational murder trial in Cincinnati and a picture of the fourth set of twins born to a Tyrone, Arkansas, couple.

Pictures transmitted to Seattle or Portland would await the regular air-mail service to Spokane. This meant two hours delay even with a good connection, or a much longer time lag when planes were grounded. Within two years such delays were eliminated by installing a Wirephoto receiving cabinet in the Spokane newspaper plant. Now, within eight minutes, a Wirephoto could be transmitted to Spokane from any city in the United States where there was a Wirephoto sending set.

Installation of the Wirephoto machine was completed September 2, 1939, so that it was ready for use in giving pictorial coverage during World War II. The first Wirephoto received by *The Spokesman-Review* on the new machine was printed on *The Spokesman-Review's* front page on September 3, 1939. It had been sent by radio the day before from Berlin to New York. Taken in an unidentified town, the picture showed Nazi troopers standing in front of damaged store fronts. The picture had been transmitted through the stringent German censorship.

The second picture received by *The Spokesman-Review* on its newly installed machine also appeared on page 1 the same day, September 3. The text beneath the picture stated that it had been taken that "same" day in Washington, D.C., the three-hour difference in time making this possible. The picture showed the French ambassador, Count de Saint-Quentin, when he unfolded a newspaper with the headline:

GENERAL WAR  
EXPECTED BY  
END OF DAY

From then on, accounts in *The Spokesman-Review* of dramatic developments in the European War, and other news the world over, were often illustrated with Wirephotos sent to New York by radio or cable, then relayed to Spokane, via Seattle.

*The Spokesman-Review* Service Department described the steps taken as follows:

The print (developed and printed picture) is placed on the drum or roller of the transmitter in Seattle. It comes in on the receiving set here as a negative which has to be developed and printed. A beam of light on the rolling drum transmits the picture in spiral form similar to a thread being wound around a spool (200 lines to an inch). It takes about 10 minutes for a 4 by 5 negative to come through. This comes over regular long-distance telephone wires. Seattle calls to ask if *The Spokesman-Review's* machine is in readiness and when getting an O.K. pushes a button and the receiver here starts receiving.

The negative comes from the receiving cabinet just as an exposed negative is removed from a camera. It is rushed to the darkroom for printing just as any negative and then goes through the regular engraving process to make a cut for newspaper use. In about 45 minutes from the time the



original picture is placed in the sending machine, a newspaper cut made from it is available in Spokane for use in *The Spokesman-Review*.

Without fast delivery of the papers in which the Wirephotos were printed, much of their effectiveness would have been lost. However, increased use of motor trucks and cars had speeded up *The Spokesman-Review's* delivery tremendously. In 1939 *The Spokesman-Review's* circulation department was using eight times as many motor trucks and autos in getting the paper to Inland Empire points as it had in 1928.

An article in the Sunday *Spokesman-Review* for June 18, 1939, described features of *The Spokesman-Review's* delivery service at that time. It indicated the extent of the evolution in organization and transportation that had taken place in a short span of years. To quote:

Improved highways and fast modern trucks have greatly speeded up the delivery of *The Spokesman-Review*. When delivery depends on rail service alone, train schedules frequently did not coincide with the hours the paper came off the press. Consequently, many towns did not get their Spokane morning paper until noon or later. But in the summer of 1939, 65 big trucks and cars course over 10,000 miles of Inland Empire highways every night to make sure that *The Spokesman-Review* is on every doorstep each morning by 6 o'clock. Waiting men and boys, some with cars of their own or bicycles take the papers brought on the trucks and put them on subscribers' doorsteps or in the countless little orange-colored cylindrical boxes near to the farmers' gates.

The trucks roll away from the Review building over 10 main routes: Yakima, 10:30 P.M.; Walla Walla, 12:00 midnight; Coulee-Wenatchee, 12:25 A.M.; Wallace, 12:50 A.M.; Lewiston, 1:30 A.M.; Metaline, 1:35 A.M.; Colville, 1:40 A.M.

The trucks drop off bundles as they pass through various towns. Motor routes carry *The Spokesman-Review* from terminal points and trucks make loop trips out through the adjacent territory. From Yakima alone eight trucks cover valley points; from Wenatchee, seven; and from Walla Walla and Lewiston, five each. Here and there rail service supplements the motor cars.

Spokane county is served by 225 carriers. Another large group serves other parts of the Inland Empire. Virtually every community has at least one carrier. Many towns require 10 or more carriers. Among the latter are: Coeur d'Alene, Wallace, Kellogg, Sandpoint, Missoula, Kalispell, Wenatchee, Yakima, Pasco, Walla Walla, Pullman, Grand Coulee, Lewiston and Moscow.

In Spokane city trucks take the last edition to various locations throughout the city where carriers are on hand to pick up their quotas. Trained district men supervise the work.

The *Spokesman-Review's* truck or carrier's car is often the first through in winter after a heavy snowstorm or blizzard. It is not at all unusual for them to break the road open for school busses and other vehicles.

*This Week*, a rotogravure tabloid-size (10¾ x 12 inches) magazine, was added to the Sunday *Spokesman-Review* starting September 12, 1937. The cover and some inside pages were run off in four colors. Printed in Chicago at speeds of 36,000 to 42,000 copies per hour, those for *The Spokesman-Review* were shipped to Spokane and assembled with other parts of the Sunday edition by hand. This was the largest single addition to regular editorial services in the history of Spokane's morning paper.

*This Week* was established February 24, 1935, to serve twenty-one Eastern and Middle Western newspapers. Among them were the *New York Herald Tribune*, the *Chicago Daily News* and the *Detroit News*. Financial backer of *This Week* was Joseph Palmer Knapp, son of the founder of the Metropolitan Life Insurance Company, chief stockholder of the Crowell Publishing Company. Its general manager was John Sterling and its editor was Mrs. William Brown Meloney, who had formerly edited *Everybody's* and the *Delineator*.

Counting *The Spokesman-Review*, *This Week* had a combined circulation of 5,270,000 copies. Among authors contributing first-run stories to *This Week* were Octavus Roy Cohen, Sinclair Lewis, Fannie Hurst, Irvin S. Cobb, Channing Pollock, Rupert Hughes, Dorothy Sayers, E. Phillips Oppenheim, Corey Ford, and Max Brand.

The *Spokane Press* suspended with its issue of March 18, 1939. In an announcement to readers the statement was made that "prevailing costs of operation over which we have no control, in addition to the burden of taxation, make it impossible to operate without further heavy losses."

During a reorganization of the *Spokane Press* in 1921, Leon Star-  
mont was brought out from the Scripps central office at Cleveland to become one of a long series of *Press* editors. In June, 1940, he

joined the editorial staff of *The Spokesman-Review*, later becoming editor of the annual Progress Edition.

*The Spokesman-Review* was now giving its readers a wide variety of news, features, columns, and departments. That was true also of other newspapers. To what extent were these different parts of a newspaper read? To what extent were the advertisements read? Answers to these questions were important to both newspaper editors and to advertisers. The shrewd men in the Bureau of Advertising of the American Newspaper Publishers Association developed a plan to get the answers. They took their idea up with the Advertising Research Foundation, established by the Association of National Advertisers and the American Association of Advertising Agencies.

The Advertising Research Foundation worked out a comprehensive plan to measure the degree of newspaper readership. It was called "The Continuing Study of Newspaper Reading." As the name implies, it was to be kept going. Newspaper after newspaper would be studied. Newspapers large and small and in all parts of the country would be analyzed for their appeal to readers. Variations in reader preference in different regions could be noted and in time revealing facts would be available on the evolution of reading habits.

With the technique worked out, the plan was launched with a study of the *Akron, Ohio, Beacon Journal* for July 27, 1939. Twenty-four newspapers were studied the first year. *The Spokesman-Review* was the thirtieth newspaper studied.

Field work and tabulating for all of the newspapers were done by the Publication Research Service of Chicago, an organization established by pollster Dr. George Gallup and one in which he had a controlling interest.

Carl J. Nelson, manager of the Publication Research Service, came to Spokane to organize the study. He and his associates engaged twelve women, mostly college graduates, to do the interviewing. In a room in the Davenport Hotel these interviewers were carefully instructed as to what they were to do. A preliminary survey was made and results discarded just to make sure there would be no hitch in obtaining the data that would be used.

The issue of *The Spokesman-Review* for Friday, November 8, 1940, was selected as the one for which readership scores would be obtained and released. Saturday, November 9, the interviewers called on representative *Spokesman-Review* subscribers in various parts of Spokane, in accordance with a carefully worked out pattern. Each interviewer went to the door of a dwelling with a copy of *The Spokesman-Review* in hand. A fresh copy of the paper was used for each interview. After gaining the subscriber's consent to reveal his reading habits, the paper was gone through page by page and column by column. The person interviewed—in all cases an adult—was asked item by item what features he remembered having read. A mark on the paper was made by the interviewer at once to show whether or not a given article had been read. Out of 460 interviews with *Spokesman-Review* subscribers, 234 were with men, 226 with women. Research specialists had determined that a larger number of interviews would not have changed the percentages materially.

Readership scores were tabulated in the East by machine. The report of the tabulators showed:

All of those interviewed had read at least some part of that issue of *The Spokesman-Review*. All of those interviewed, except three men, remembered reading some part of page 1.

On November 7, 1940, unofficial tabulations had been made of one of the closest governorship contests in Washington's history. Arthur B. Langlie, Republican, had run against ex-Senator Clarence C. Dill, Democrat. A banner head across eight columns told the story, "Langlie Leads Dill 2045 Votes—With 5 Precincts to Report." Of those interviewed, 69 per cent of the men and 59 per cent of the women remembered reading the article beneath the headline.

Another article, from Tacoma, was headed: "Wind Hurls New \$6,000,000 Narrows Span Into Sound," and the accompanying story began: "The new \$6,400,000 narrows bridge, the world's largest suspension span, swayed and cracked in winds of near gale force today and then in sections fell with a terrific roar into Puget Sound." This article had been read by 86 per cent of the men, 80 per cent of the women. A Wirephoto of the wrecked bridge had been seen by 97 per cent of all readers interviewed.

Among other news items, the relationship ratings given in the survey were as follows (the items being identified by the headlines): "Greeks Retreat Under Big Push," men, 48 per cent—women, 31 per cent; "Hitler Refuses Convoy Pledge," men, 50 per cent—women, 34 per cent; "Bridge Dropped Under Professor," men, 73 per cent—women, 65 per cent; "Willkie Plans His Swan Song," men, 33 per cent—women, 29 per cent; "Hardy Family Radio Act Out," men, 13 per cent—women, 25 per cent; "Leaders Are Coming for Townsend Meet," men, 4 per cent—women, 3 per cent; "Dental Work on City Rock Crusher Costly," men, 10 per cent—women, 9 per cent.

Among features and departments some of the ratings were: Dorothy Dean's article, men, 2 per cent—women, 44 per cent; "Today's Radio Programs," men, 31 per cent—women, 51 per cent; Frank R. Kent's column, men, 22 per cent—women, 16 per cent; Eleanor Roosevelt's column, men, 11 per cent—women, 51 per cent; "Panel," by Webster, men, 67 per cent—women, 77 per cent; "Believe It or Not," men, 78 per cent—women, 66 per cent; any part of the editorial page, men, 50 per cent—women, 62 per cent; any editorial, men, 21 per cent—women, 18 per cent; any part of the Society and Women's pages, men, 19 per cent—women, 83 per cent; any comic reader, men, 79 per cent—women, 77 per cent; any reader of the picture page, men, 88 per cent—women, 92 per cent.

Scorings for the reading of editorials suggest an examination of the subject matter of some outstanding *Spokesman-Review* editorials for a few years preceding the Continuing Study analysis.

Nine *Spokesman-Review* editorials were reprinted in the volume *What America Thinks*, published in 1941. Editorials and cartoons in the book dealt with the catastrophic events in Europe following the Munich pact between Hitler and Chamberlain, which was supposed to have brought "peace in our time." Titles and key quotations from these editorials, with the dates on which they appeared in *The Spokesman-Review*, follow:

*September 18, 1938—Czechs Command Respect:* "In the presence of an overwhelming enemy that seems bent on its dismemberment or destruction, Czechoslovakia, the focal part of the gravest crisis since the World War, is

giving an example of resolute self-control that commands the respect and admiration of the world."

*September 27, 1938—Mad Demagogy Speaks:* "In that speech Hitler revealed himself the consummate demagogue whipping himself into a mad frenzy to lead his people and, possibly, the world to destruction."

*September 28, 1938—Hitler's Program:* "Even though war may be averted now, Europe can feel no security so long as Hitler and his nazi regime controls the destiny of Germany."

*September 6, 1939—Terror vs. Persuasion:* "The Germans are trying to break the spirit of resistance of the Poles and frighten them into submission by fear. The British are trying to awaken the better natures of the German people and rouse them to rebellion against the war into which they have been dragged without volition."

*September 19, 1939—Initial German Successes Follow Precedent:* "The rapid sweep of the German armies over Poland and their crushing defeat of Polish armies parallels similar German successes in the Franco-Prussian war of 1870 and in the first weeks of the World War."

*April 10, 1940—Scandinavia Engulfed:* "What is happening in those northern countries is probably but a prelude to the extension of the war arena in other directions. There are intimations that the Danubian countries may be the next victims, but it may be that Holland and Belgium are fated to suffer first. It depends upon where Hitler thinks he can strike with most effect."

*April 11, 1940—Protective Occupation:* "In justification of her invasion of Norway, Germany evidently is acting on Hitler's theory, as expressed in his 'Mein Kampf,' that the bigger and more fantastic the lie the easier it is to convince the people to whom it is addressed."

*May 16, 1940—Pershing Is Right:* "There is but one thing that he [Hitler] and his kind respect. That is the power of military might, and we will as fatuously betray ourselves to a disastrous fate as those blindly foolish neutrals of Europe that have been crushed by the brutal legions of arrogant Nazi power unless we organize our strength on a scale that Hitler will not dare challenge."

*June 2, 1940—Appalling Spectacle:* "Seldom if ever in history has the world witnessed such a spectacle of human suffering as that presented by the millions of refugees fleeing from their homes within the zone of hellish fury loosed over Holland, Belgium, Luxembourg and northern France. A more appalling picture of terror, misery and despair could not be imagined."

In *The Spokesman-Review* for September 1, 1939, Dorothy Thompson, a regular contributor to Spokane's morning daily, made the prophetic statement: "To get rid of one man a whole world may have to go to war."

American entry into the second World War brought many new

problems, new duties, and new opportunities for service to the newspaper industry.

During the war, in common with newspapers throughout the United States, *The Spokesman-Review* went all out in its support of the war effort. Like other newspapers it gathered and published necessary information about enlistments and drafts, priorities, price administration, and other vital matters. And like the others it published messages and communications issued by the Office of War Information and by various agencies engaged in the conduct of the war.

In addition, like some 1,800 daily and 12,000 weekly and semi-weekly American newspapers, *The Spokesman-Review* gave without stint the publicity and editorial support needed to assure the success of a wide variety of government campaigns and drives. What *The Spokesman-Review* did cannot be considered apart from the efforts of a host of other patriotic newspapers with which it worked shoulder to shoulder.

The first major home-front effort in World War II was a drive for scrap metal, launched September 28, 1942. The urgency of the need was indicated in the following passage taken from "A Report to Donald M. Nelson," made after the drive was over:

World War II was to be won or lost with the solidest element produced by mankind—steel.

And in these first nine months of the war the United States was producing five million tons of steel under capacity. *Five million tons short of capacity.*

How do you balance a deficit in steel budget? You balance it by losing lives . . . by losing battles! The headline that says "America Is Five Million Tons Under Capacity" might just as well say "Axis Destroys 100 Battleships, 108 Aircraft Carriers, 30 Heavy Cruisers, 9 Light Cruisers and 198 Destroyers!"

Donald M. Nelson, chairman of the War Production Board, asked the country's newspapers to organize a campaign that would bring in four million tons of scrap metal in eight weeks' time.

A nation-wide campaign was organized under the leadership of Walter M. Dear, president of the American Newspaper Publishers Association.

Spearheading the drive for scrap metal were advertisements carried without cost almost every day in hundreds of newspapers. Their theme: "Whose Boy Will Die Because You Failed?"

The 1,002 papers which reported gave the campaign 9,920 pages of advertising space, 8,104 pages of news stories, editorials, and features. Before the eight weeks were up, half again as much scrap metal as the quota called for had been gathered—six million tons. Donald M. Nelson said: "The job is absolutely unprecedented in this country . . . it has been magnificent . . . the results surpassed my fondest hopes."

Besides backing the drive with news and feature articles and advertisements, *The Spokesman-Review* staged a contest in forty-five counties in the four Northwest states. It offered a thousand-dollar war bond to the county collecting the most scrap metal per capita and a five-hundred-dollar war bond to the next highest county.

Lewis County, Idaho, won first prize by turning in 2,224,379 pounds, a per capita average of 477.4 pounds. Garfield County, Washington, was second with a total of 1,592,255 pounds or 470.4 pounds per capita. In the forty-five counties the drive brought in 65,214,599 pounds of scrap metal or 72.3 pounds per capita.

In November, 1943, Donald Nelson, through Linwood I. Noyes, then president of the American Newspaper Publishers Association, asked the nation's newspapers to get back of a campaign for wastepaper, another highly essential and critically scarce war material. Its uses for the war effort ranged from war posters to ration books and from the making of smokeless powder to containers for blood plasma and field rations. A committee was formed, with Edwin S. Friendly, general manager of the *New York Sun* as chairman. A nation-wide campaign for the collection of wastepaper was launched December 6, 1943.

The Advertising Checking Bureau figures, issued by the Bureau of Advertising, American Newspaper Publishers Association, showed that from December 1, 1943, to June 30, 1945, the daily and Sunday newspapers of the country contributed \$2,286,263 worth of advertising space to the wastepaper effort. That was over and above editorial space, estimated as twelve times as much as the advertising space. Many different groups were galvanized into action, from Boy



Scouts and Girl Scouts to American Legion posts. Tom Cathcart, publicity director of *This Week*, conceived the idea of organizing the "Paper Troopers," composed of over 2,300,000 boys and girls in 80,000 schools. That was just one detail of a far-flung campaign.

While collections of wastepaper during the three previous years had been averaging about half a million pounds per month, in 1944, under the leadership of the A.N.P.A. Committee, this average was increased to 588,000 tons. For March, April, and May, 1945, the average was 630,000 tons, the first time in the history of the industry that more than 600,000 tons were collected in three consecutive months.

In the area between the Rocky Mountains and the Cascades, the wastepaper campaign was conducted under the sponsorship of the United Newspapers of the Inland Empire. To dramatize the campaign, as it had the one for scrap metal, *The Spokesman-Review* put up two cash prizes totaling \$750, with forty-five northwest counties eligible to compete. Kootenai County, Idaho, won the first prize of five hundred dollars by collecting 626,896 pounds of wastepaper, or 28.1 pounds per capita. Asotin County, Washington, won the second prize of \$250 with a total of 126,290 pounds, or 15.1 pounds per capita.

Other war campaigns and drives backed by newspapers generally and made familiar to the Inland Empire through *The Spokesman-Review*, the *Spokane Daily Chronicle*, and newspapers in the smaller communities, included the following:

- Drives to salvage such critical materials as rubber, burlap, tin cans, fats.
- Support of pay roll deduction plan and other methods for pushing sale of war bonds and stamps.
- "Knives to Save Lives" campaign—knives for jungle fighting.
- Dramatizing the "Books for Service Men" collection.
- Putting punch into the antirumor campaign.
- Continuous support and publicity for all phases of the rationing program.

Campaigns of particular importance in its home city, backed by *The Spokesman-Review*, were:

- Providing housing space for war workers.
- Regulation of travel in public conveyances through close co-operation with the defense transportation committee.

In his garden department in *The Spokesman-Review*, Aubrey L. White, the "civic horse trader" gave much practical advice that helped home gardeners get bountiful yields from their Victory gardens.

The newspaper space required for such patriotic purposes was in addition to that needed for war news and pictures. At the same time the intense public interest in war news resulted in a zooming demand for newspapers. But because of the acute need for paper in the war effort the War Production Board drastically curtailed the use of paper in all printing operations, including newspaper production.

*The Spokesman-Review* introduced many economies in the use of paper. News articles were cut down, date lines condensed, spaces between columns of type reduced, advertising space rationed.

An institutional defense committee was formed to consider and act on problems arising from the war.

In the early days of the war there was the constant threat that the Japanese forces might invade the West Coast and that their army planes, crossing the Cascade Mountains, would bomb Spokane. In preparation for a possible emergency the Auxiliary Firemen were organized under the Municipal Defense Council of the city of Spokane to augment the regular fire department. In a twenty-six-hour training course, spread over several months, volunteers were taught how to control small fires and how to cope with incendiary bombs. Each volunteer was equipped with a helmet and a regular civilian four-hour canister gas mask. Twenty-three newspaper employees completed the course and were prepared to fight fires in the newspaper plant. Regular fire drills were held.

Major Cheney Cowles, younger son of the publisher of *The Spokesman-Review*, was killed May 12, 1943, in an army plane crash near Vinegar Bend, fifty miles north of Mobile, Alabama. Five officers and men of the Second Air Support Command died in the crash. He had trained with the R.O.T.C. at Yale, receiving a commission as a second lieutenant in the Officers Reserve Corps when he was graduated. He attended summer maneuvers and studied military tactics after leaving Yale, winning promotion to

first lieutenant in the Organized Reserves before the war. At the time he entered war service, early in 1941, he was managing editor of the *Spokane Daily Chronicle*.

Cheney Cowles's death prevented fruition of the long-cherished plan of W. H. Cowles, Sr., to have one of his sons concentrate on the editorial side of his publications, the other son on the business side. But the soundness of the basic plan was proved during the years Cheney Cowles was with the newspaper organization.

Concentrating on the editorial side of the newspaper business, he had been legman, read copy, taken news photographs, had a chance to pinch-hit for various editors during summer vacations, and, as *Editor & Publisher* noted, had proved he had a gift for lucid writing. He proved, also, as his powers matured, that he had editorial capacity, what it takes to hold, build up, and inspire an editorial staff. He was animated with the desire to serve the public and had the initiative, energy, and organizing ability to put his ideas of service into action. If he had lived he would have put the stamp of a rare personality on *The Spokesman-Review*. His death changed the history of this newspaper and was one of the great tragedies of the war.

*The Spokesman-Review* found much to commend in the early record of the New Deal. But it also found much to criticize, especially when President Roosevelt departed from his early economy program and ventured into uncharted waters. It disapproved the President's "eagerness for 'smashing precedents,'" his "continued whipping up of class hatreds."

"The NRA has increased the cost of manufacturing cedar shingles in Oregon and Washington," *The Spokesman-Review* pointed out. "Result: Increased idleness for shingle workers in Washington and Oregon; increased employment for shingle workers in British Columbia."

*The Spokesman-Review* regarded the President's Maine tidal project as a flop, his Florida ship canal as a costly joke. It said that his gigantic forest shelter belt "died before it was planted," that the "Tennessee valley development, by forcing hydroelectric power into costly competition with coal generated power put another crimp in the already crumpled coal mining industry in the same region."

*The Spokesman-Review* lashed out at Roosevelt for his attempt to pack the Supreme Court. It criticized his appointment of Hugo Black as Associate Justice of the Supreme Court, saying of the appointee: "He was 100 per cent for the Ku Klux Klan when it was riding white-cloaked and hooded by night, and marching in hooded impressionistic parades to show that it could make or break hooded politicians."

Opposition to Secretary Wallace's "ever-normal-granary" scheme was registered by *The Spokesman-Review*.

"In every area many producers are voting against it," *The Spokesman-Review* stated, "and in some regions a majority. Probably they recall Thomas Jefferson's warning that 'if we were directed from Washington when to sow and when to reap, we should soon want bread.'"

*The Spokesman-Review* supported Alfred M. Landon for the Presidency in 1936, Wendell Willkie in 1940, and Thomas E. Dewey in 1944.

*The Spokesman-Review* for April 13, 1945, carried these headlines in large black letters:

ROOSEVELT IS DEAD  
TRUMAN SWORN IN

Also on the front page was an editorial in a 2-column box with black borders. It read:

#### F. R.'s Death Stirs World

The sudden death of President Roosevelt from cerebral hemorrhage is a stunning shock not only to the people of the United States, but to the whole world.

His exit from life at this crucial hour in the world's history leaves all mankind with a sense of irreparable loss. The end comes on the very eve of victory in the war in Europe to the winning of which he had contributed all the great powers of his genius, and when men everywhere counted so much on his leadership to guide in organizing and establishing a righteous and durable peace.

Struck down at the height of his fame and in the full tide of a career filled with drama and achievement, his passing will have a profound effect upon the course of history. . . . He died a casualty of this war as truly as though he had been shot down in battle. His life was a sacrifice to the cause to which he gave without stint the full force of his boundless energy and his great mental and moral powers—"the last full measure of devotion."

In the last half of 1940 *The Spokesman-Review* and the *Spokane Daily Chronicle* joined in producing a forty-five-minute sound-color motion picture about the Inland Empire and the services of the Spokane newspapers. Technical details, including photography and sound recording, were in the hands of Ray Paulsen of Northwest Motion Pictures, producer of industrial motion pictures. The "voice" which spoke the commentation was that of Maitland Jordan, Seattle, experienced in this line of work and in radio.

The first half of the film showed the nature of the land and the products of the Inland Empire. There were colorful scenes in wheat fields, orchards, forests, on livestock ranges, in lumber camps and mills, in mines and smelters. Included were striking views of Grand Coulee Dam, the lake rising behind it, and of the Columbia Basin irrigation project. The second section of the film showed and explained the work of various departments of the Spokane newspapers.

The "actors" were Spokane and Inland Empire people engaged in their usual tasks and activities. The part of Daniel Webster, who said "I wouldn't give a dollar for all of Oregon," was taken by E. Ralph Edgerton, a Spokane insurance man. "Miss Spokane" was played by Miss Catherine Betts, chosen to personify her home city. One scene, staged in the publisher's office, showed W. H. Cowles in consultation with his son, W. H. Cowles, Jr., general manager; George W. Dodds, managing editor; and Frank M. Dallam, chief editorial writer.

"Spokane and Its Inland Empire" had its first public showing before the annual conference of *Spokesman-Review* and *Spokane Daily Chronicle* circulation representatives at the Spokane Hotel, December 23, 1940. It was exhibited to a group of 550 business and professional people at the Davenport Hotel, Spokane, following a noon luncheon on January 3, 1941.

Starting the latter part of January, 1941, the film was taken on a tour to the following cities: Seattle, Portland, San Francisco, Los Angeles, New York, Washington, D.C., Philadelphia, Boston, Detroit, Chicago, St. Paul. In the coast and California cities, New York, Boston, Detroit, and Chicago, the film was preceded by luncheons; in Washington, D.C., by a dinner.

Another version of the film was exhibited extensively throughout the Inland Empire to schools, parent-teacher associations, farm granges, church groups, women's clubs, luncheon clubs, and other organizations. After the war it was brought up to date. New sequences added were of the completed Grand Coulee Dam and power plant and airplane views of the plant at Hanford where plutonium for the atomic bombs had been made.

Edward C. Johnston, of New York City, vice-president of the Western Newspaper Union (a company servicing thousands of newspapers) took a print of the film with him on two tours to Chile and Brazil, where it became an impressive "Ambassador Between Continents" in many showings in South America. Newspapers of that continent gave it flattering reviews. In 1942 the film was shown to a group of prominent Swedish newspapermen traveling in the United States and the picture was referred to in stories filed for publication in Sweden. Kenneth McPherson, of Deere & Company, Moline, Illinois, has exhibited a print in Australia, Queensland, and New Zealand. It has also been exhibited in Canada.

Sixty prints of "Spokane and Its Inland Empire" have been made at the expense of *The Spokesman-Review* for exhibit to interested groups throughout the United States, either free or for a nominal service charge. From one to ten prints of the film have been placed with the audio-visual departments of schools, colleges, and libraries from coast to coast. Within less than a decade after its production "Spokane and Its Inland Empire" was exhibited to an estimated half million people.

The sound-color motion picture was just one phase of an expanded promotional program. During all the years W. H. Cowles controlled *The Spokesman-Review*, he put the power of publicity back of his newspaper, adopting the new promotional tools as they came into use. The trade-paper campaign was continued without curtailment throughout the depression.

Late in 1936, R. L. Polk & Co. was engaged to conduct another consumer analysis of Spokane and tributary territory. It brought up to date the study made four years earlier. The same area was dealt with as in the earlier survey.

As part of its promotion program in 1939 *The Spokesman-Review* ran a series of display advertisements pointing out how advertising in general and in newspapers in particular had been a major factor in putting scores of articles within reach of the general public. A typical advertisement in the series read:

Newspaper Advertising Lowers Camera Prices. It cost a lot more to take Granddad's picture than it does to take Sonny Boy's picture.

In the same year that the State of Washington celebrates the 50th anniversary of statehood, photography celebrates its 100th anniversary, since it was in 1839 that the Frenchman Louis Daguerre announced his discovery of the photographic process.

Tremendous progress in this field has been recorded, especially in recent years. The Bureau of Research and Education, Advertising Federation of America, states:

"Ten years ago, a certain camera sold for \$30. It was advertised extensively. Sales increased, and overhead costs were reduced. Now, with large production, the manufacturer is able to operate more economically and sell a better camera for \$15. The saving to the customer is \$15."

In a similar way, advertising has helped to lower prices for many commodities. This is especially true of newspaper advertising.

Other phases of *The Spokesman-Review's* promotion and research program received recognition. In *Editor & Publisher's* national promotion contests *The Spokesman-Review* received Certificates of Distinguished Merit for the most valuable data books, second only to that of the *New York Sun*, published in 1934, 1935, and 1937. The 1935 study presented for the first time a method, originated by *The Spokesman-Review's* promotion and research department, for calculating the flow of outside trade to Spokane. In the *Editor & Publisher* contest for the best promotion turned out in 1937, *The Spokesman-Review* received first prize for the "most valuable mailing campaign of three or more pieces."

June 28, 1944, was a milestone in the history of *The Spokesman-Review*. That date marked the end of the fiftieth year during which *The Spokesman-Review* had been under the direction of W. H. Cowles, Sr.

The fifth decade of that eventful half century marked the greatest progress made by *The Spokesman-Review* in any like period. Throughout that decade, despite the fact that he passed the Biblical

span of threescore years and ten in the summer of 1936, W. H. Cowles continued to take an active part in the conduct of his business. However, his son, W. H. Cowles, Jr., following his appointment as general manager, had steadily taken on additional responsibilities and began making more of the important decisions.

Because of impaired health, W. H. Cowles resigned as an Associated Press director in April, 1944. Samuel Rovner, of *Editor & Publisher*, who interviewed the Spokane publisher in New York the following week, said of him: "The death of his son and the weight of years of hard work have sapped some of Mr. Cowles' physical energy but his eye and mind are keen . . . his animation rises perceptibly when he tells of his years in the newspaper business."

Returning west he again took up the threads of his newspaper business but, during the following year, W. H. Cowles, Jr., assumed the full load of the management. However, up to the latter part of 1945, W. H. Cowles was able to make occasional motor trips downtown.

W. H. Cowles died at six o'clock on the morning of Tuesday, January 15, 1946, of heart failure attributed to hardening of the arteries.

Funeral services were conducted at the Westminster Congregational Church, Spokane, at one o'clock on the sunny springlike day of January 18, 1946, with Dr. Joel Harper, pastor of the church, and the Right Rev. Edward M. Cross, Episcopal bishop, officiating. Forming a guard of honor, Boy Scouts and Sea Scouts, proud in their uniforms, lined the side walls adjacent to the catafalque which held the bronze coffin and stood guard by their flags. They preceded the mourners from the church and formed about the hearse as the coffin was placed therein. At the graveside rites in Greenwood Cemetery one of the scouts sounded taps. The body was buried beside those of his wife, Harriet Bowen Cheney Cowles, who died in 1938, and of his younger son, Cheney Cowles.

Habitually laying his plans far ahead, W. H. Cowles had anticipated many of the problems his publishing business would have to face after he was gone. The presses he and his older son chose had the capacity to take care of large gains in circulation. He participated in making a plan to provide retirement incomes for the em-



ployees of his publishing business. This plan was put into effect December 1, 1946.

According to his will, dated June 7, 1945, W. H. Cowles left his entire estate, with the exception of personal effects, in trust for his eight grandchildren. Trustees were William H. Cowles, Jr., and John McKinley (treasurer of the Cowles Publishing Company), Spokane, and Alfred Cowles, nephew, Chicago.

The will stated: "I have made certain charitable gifts during the latter years of my life and have thereby disposed of a portion of my estate. For this reason I am making no provision in this will for charitable gifts but am leaving my remaining estate in the manner which I believe will be in the best interest of my family."

The trust will not terminate until twenty-one years after the death of W. H. Cowles, Sr.'s, last surviving child or grandchild who was living on January 16, 1945.

The grandchildren for whom trusts were set up are: William H. Cowles, III, James Paine Cowles, Margaret Cowles, and Agnes Cowley Cowles, children of W. H. Cowles, Jr.; Benjamin Cowles Hammett and Lawrence Thayer Hammett, sons of Harriet Cowles Hammett Graham; and Phoebe Cowles and Frank Cheney Cowles, children of Sarah Ferris Cowles Griffin and the late Cheney Cowles. Frank Cheney Cowles, youngest grandchild, was then two years old.

The trustees were given full and complete power and authority over the trust estate, the will providing "no court authority or approval shall be required for the exercise of the powers, authorities or discretion herein granted to the trustees."

Upon the death of his father, William H. Cowles, Jr., became publisher of *The Spokesman-Review*. On that day *The Spokesman-Review's* circulation was 81,778; the Sunday before it had been 124,050.

One exceedingly colorful and exciting period in the history of *The Spokesman-Review*, extending from the days of candles, kerosene lamps, and horse cars to the beginning of the atomic age, had ended. Another era was under way—an era which might well see even more revolutionary advances in the territory between the four mountain ranges.

## CHAPTER XII

### Campaigns and Crusades

*How The Spokesman-Review Battled Against Abuses and for Public Benefits—Campaigns for Law Enforcement—Major Factor in Giving Spokane a Commission Form of Government—Publisher Keeps Free of Alliances and Investments That Might Interfere with Community Service.*

ANY CAMPAIGN against an abuse or in promotion of a public benefit which is prosecuted by a newspaper with zeal and enterprise may be called a newspaper crusade." So says Frank Luther Mott, former dean of the University of Missouri School of Journalism, in his book, *American Journalism*. And in his book, *Newspaper Crusaders*, Silas Bent says: "Between a good bludgeoning fight for a cause and a calm campaign for constructive purposes there is a vast difference in the ink spilled and the hullabaloo, yet both may deserve equally to be classified as crusades."

Ever since it has had its present name, *The Spokesman-Review* has been a crusading newspaper. A number of its outstanding campaigns are described elsewhere in this book: the forty-nine-year fight to get and retain favorable freight rates for Spokane and other inland communities; the long-drawn-out crusade for a clean town; advocacy of the Columbia Basin power and irrigation development; the campaign to acquire a park and playground system for Spokane, including a thirty-one-mile river drive; the purchase and development of Mount Spokane as a recreation spot; a city beautiful campaign sparked with garden contests; attacks on the sale of public timber at give-away prices; the arousing of sentiment against the destruction of life and property in the Coeur d'Alenes; educational work in behalf of a better understanding of local government; upholding the hand of Theodore Roosevelt for national preparedness.

But in addition to all these campaigns, *The Spokesman-Review's* record includes scores of determined campaigns which need to be described in order to give a well-rounded picture of this newspaper's service to its community. Like the elder Joseph Pulitzer, W. H. Cowles was never satisfied with merely printing the news. He believed that the newspaper is a public-service institution, with full responsibility to the people. Following a heated political campaign which reached its climax in November, 1915, he had occasion to put his journalistic credo into words. In refutation of campaign accusations and innuendoes, he stated in *The Spokesman-Review*:

It is right and proper that the public should know that the publisher of The Spokesman-Review, over a long range of many years, has held firmly to a policy and practice of refraining from any form of investment that might give even an appearance of personal interest that was in conflict with or apart from the broad general interest and welfare of all the people.

Neither The Spokesman-Review nor its publisher has any connection, direct or indirect, with any public service corporation, either in Spokane or the Inland Empire or any bank that holds or might hold city deposits. The holdings of the publisher of The Spokesman-Review are solely real estate in different parts of the city. The Spokesman-Review and its publisher, therefore can have no interest to advocate, at the city hall or elsewhere, that would not be in complete harmony with the interests of the entire community.

It is reasonable to assume that ownership of real estate in Spokane and a newspaper whose success is dependent on the general prosperity of all the people is a guarantee that The Spokesman-Review will advocate only those measures that are of benefit to Spokane and the Inland Empire.

As a matter of fact, at no time has The Spokesman-Review or its publisher, directly or indirectly asked any commissioner or other city official for a favor of any nature. They have never, save through the open columns of The Spokesman-Review, even suggested the appointment of any subordinate official or employee, nor asked for the removal of any such official or employee. It is the belief of The Spokesman-Review that a newspaper always should openly advocate or oppose measures or men in its columns.

One of *The Spokesman-Review's* earliest campaigns, which this basic policy left its publisher free to wage vigorously, was against the railroads' practice of giving free passes to legislators. The practice was forbidden in the state constitution but the legislatures ignored the constitution's mandate and failed to enact a law to stop it. *The Spokesman-Review* held that the acceptance and use by

public officials of free transportation was a species of bribery. It was unable to discern any moral distinction between the acceptance of a pass, worth fifty to one hundred dollars or more, and the acceptance of that amount of money. As with many another abuse *The Spokesman-Review* battled against free passes in season and out of season, year after year, until the practice was finally outlawed. Typical of many editorials on the subject was one entitled "The Pass Evil," which ran in *The Spokesman-Review* November 29, 1896. It read:

Public officials who use free transportation like to refer to their passes as "courtesies" from the railroads. They never refer to them as bribes.

If these favors were in the nature of a "courtesy," it would be as easy for one public official to obtain them as another. Such is not the case. They go to officials dealing with corporation interests. To members of the legislature because they pass upon railway legislation; to county commissioners because they serve as county boards of equalization; to assessors, because they rate the railroad property; to coroners, because they sit on cases involving accidents and disasters in the company's coal mines.

For the individual elected to office, the railways care little or nothing. It is the office they respect, and the official actions which they fear.

In the nineties *The Spokesman-Review* warred on gambling, then tolerated in Spokane upon the plea that one "could not be strict in a mining center"; against "box rustling" in the variety theatres, winked at for the same reason; against the vicious wine rooms and against the practice of streetwalkers brazenly parading the uptown blocks.

Balancing the battles for a clean town were many constructive campaigns. *The Spokesman-Review* supported the Red Cross drives for funds, pointed out that the chief business streets of Spokane (Riverside, Sprague and Main avenues) ought to be paved at the earliest possible date, threw its influence back of a movement to devise ways and means to hold a fruit fair in Spokane in the autumn of 1897 and to establish that enterprise on a permanent basis.

In its May 9, 1897, issue *The Spokesman-Review* pointed out: "Spokane has neither Chamber of Commerce nor board of trade," and stressed the advantages of such an organization. It said: "A vigorous board of trade or chamber of commerce, with a large

membership, is one of the essential needs of the city." As in many other instances the publisher of *The Spokesman-Review* backed his newspaper's recommendation with personal action. In this instance the action he took was described in a resolution adopted by a rising vote of more than three hundred businessmen and women at the meeting of members of the Spokane Chamber of Commerce on Tuesday noon, January 22, 1946. In this the statement was made regarding W. H. Cowles:

On August 30, 1897, he became one of the organizers of our Chamber of Commerce and a year later, on July 4, 1898, he was one of sixteen incorporators of the organization. In the beginning and almost single-handed he solicited and obtained memberships from the city's business men in this civic enterprise, and it is not too much to say that more than any other man he was responsible for launching the Spokane Chamber of Commerce.

Editorial comment and favorable publicity in *The Spokesman-Review* were prime factors in the result achieved.

From 1895 to 1898 many Spokane and Inland Empire residents fell under the spell of the Yukon and joined in the stampede to the gold fields in the Far North.

"The Klondike is the event of the century in a mining way," *The Spokesman-Review* quoted David W. King, editor of the *British Columbia Kaslo Kootenian*, as saying. "The Leadville discoveries in 1878 and recent Cripple Creek excitement sink into insignificance before it."

While presenting the news of fabulous strikes along the Yukon River and its tributaries, *The Spokesman-Review* pointed out the risks and hardships endured by prospectors and trail blazers in the isolated mining camps and campaigned for an overland route from Spokane to the Klondike.

"The coast routes are dangerous," *The Spokesman-Review* held. It stated editorially:

Scores of abandoned old vessels have been taken off the boneyards along the coast, treated to paint and varnish, and pressed into Alaskan service. Already a number of these old hulks have been wrecked and others will meet the same fate. Klondikers taking one of these old vessels are risking their

outfits and their lives. If they escape this danger their troubles will multiply at Dyea and Skagway and along the trail. Everywhere extortion will confront them. They will pay enormous sums to get their outfits over the passes. . . . Even after these hurdles were surmounted the prospector still ran the risk of having his boat wrecked in the lake and being stranded in a desolate and inhospitable region.

“The overland route is safer and cheaper than any of the coast routes,” *The Spokesman-Review* thought, saying:

It passes through a rich mineral country with chances of success and fortune all the way. For half the distance to Teslin Lake the traveler passes through a well settled country and along the remaining half are found numerous posts and supply points.

On into the new century *The Spokesman-Review* continued its old battles—for a clean town, for terminal freight rates, for law enforcement in the Coeur d’Alenes, for a law to prohibit free passes to legislators. It found new causes to espouse. The nature of some of these and a sampling of *The Spokesman-Review’s* comments follow:

*A Drive for Chinese Exclusion*—“With thousands dumped into coast ports and ready to work for low wages the Chinaman would be found entering every field of unskilled labor—unrestricted Chinese immigration would completely revolutionize the labor of the Pacific coast and to the detriment of the white wage earners.”

*A Fifty-Year Gas Franchise*—“A 50-year gas franchise calls for careful deliberation and ample time to consider the various clauses.”

*The People Want a Canal*—“Discussion of different routes may be prolonged for years without getting experts to agree. What the people want is the canal, and they will be satisfied with one by way of Nicaragua, for which they have been crying for 20 years.”

*Postal Money Orders*—“Few measures now pending before congress are as popular as the bill to provide a safe, cheap and convenient means of transmitting sums of money through the mails.”

*Railroads and Packers*—“Concessions and privileges have been allowed the big packers in the shape of transportation rebates that have given the packers an immense advantage over small concerns, with the result that many have been forced out of business, leaving the field to the combine.”

*Build Up the Chamber of Commerce*—“Membership of the Spokane Chamber of Commerce now falls a little short of 100. That is a small list for a city of Spokane’s population, commercial importance, and rapid growth. It should be doubled.”

*Railroad Tax Dodging*—“Railroads escape with one-fortieth of tax rate charged private citizens.”

*The Garbage Nuisance*—"Nearly everybody is agreed that the time has come when dumping garbage into the Spokane river must cease. The problem may be solved by the erection of a garbage crematory."

One campaign was against a thrifty Spokane candy-maker who was proved to have used an undertaker's marble mortuary slab for rolling chocolates.

Race-track poolroom gambling was attacked by *The Spokesman-Review*.

A state railroad commission was strongly advocated by *The Spokesman-Review* for years. A typical editorial statement on the subject was: "The state should create a railway commission, which would always be in session, and always [be] ready to hear and investigate the complaints of shippers." (From *The Spokesman-Review* of February 14, 1899.) Like the drive to abolish free passes to legislators the proposal met with stubborn opposition from the railway managers. James J. Hill declared in August, 1902, that a commission would be a detriment to the new state. In 1903 *The Spokesman-Review* backed Governor Henry McBride with some determined efforts to put the common carriers under state regulation but, as before, the railways were successful in defeating the measure. In 1905, however, the Washington state legislature created a state railroad commission and the battle was won.

A good many big businessmen had sided with the railroad managers in the carriers' fight against regulation. And not always by any means did the Spokane merchants and other local businessmen agree that *The Spokesman-Review's* conception of community service was sound. One example of this was when the chamber of commerce was at odds with *The Spokesman-Review's* stand in the railroad franchise controversy (Chapter XIV).

Another instance of opposing viewpoints occurred in May, 1909, when a scarlet-fever epidemic reached serious proportions in Spokane. News of the disease was fully reported in *The Spokesman-Review* in front-page space. Some elements in the city expressed the opinion that newspapers should minimize or suppress the news about these conditions for the reason that the publicity might "injure business."

*The Spokesman-Review* replied editorially:

This is a matter of life and death and *The Spokesman-Review* can not in justice to its readers withhold a full and accurate report of conditions as they develop from day to day. Its readers look to it to keep them informed, not out of idle curiosity, but in order that, on having complete information, they may take proper steps to protect the lives of their children.

In a follow-up editorial, the point was made: "Truth is mighty; evil can not stand up under its searchlight, and by it an epidemic is more quickly stamped out." Full reports of the epidemic continued in *The Spokesman-Review* until there were no more cases of scarlet fever in the city.

*The Spokesman-Review* joined its efforts with the *Chicago Tribune*, the old *Life* magazine, and other publications in fighting for a sane Fourth of July.

A drive against obscene pictures in the penny arcades occupied much space in *The Spokesman-Review* from May through December, 1910. In the latter month the police raided the Penny Parlor and the Amusement Parlor, both on Main Avenue. This action followed the adoption of a resolution by a commission of twenty-eight on moral conditions. Said Mayor Pratt, "We caught those people with the goods." The objectionable arcades were put out of business.

In this same year *The Spokesman-Review* insisted that the ordinance requiring the street railway companies to heat their cars to a temperature of not less than sixty degrees should be enforced. It joined enthusiastically in the drive to get everyone counted in the 1910 census, advocated the adoption of parcel post, and came out strongly for the postal savings bank bill. "The carrying of parcels and packages is as much the business of government as the conveyance of periodicals, letters and books," said *The Spokesman-Review*. Also, it stated: "Postal savings are something the country needs."

At the time when the Federal government was seriously considering these new services, many cities were giving thought to their form of government. While today the city-manager plan has many advocates both among newspapers and citizens generally, four decades ago the commission form of government for cities was the plan most widely advocated by students of municipal government.



A movement to install the commission form of government in Spokane was strongly backed by *The Spokesman-Review*. Newspapers in other cities the country over were also crusading for this form of government and articles were run in *The Spokesman-Review* playing up the success of government by a commission in other cities. An aroused public forced the city council to call a special election to select fifteen freeholders to draft a new charter. The original advocates of commission government held a mass meeting at which a committee of fifteen was indorsed. Many conservative citizens felt that these nominees had radical tendencies and named an opposition ticket. A heated campaign developed, marked, according to *The Spokesman-Review*, by "the most desperate efforts of the breweries, railroads and corporation interests to obtain control of the revision board." Two of the men whose candidacies were strongly opposed by *The Spokesman-Review* were J. M. Comstock, head of the Spokane Dry Goods Company controlling the Crescent Department Store, and Frank R. Culbertson, proprietor of the Wonder Store. Both were important advertisers. The ticket supported by *The Spokesman-Review* was elected by a vote of 4,071 against 3,755.

Meetings of the revision board were held at the public library and were open to the public. During the month and a half its members deliberated, *The Spokesman-Review* ran a series of front-page articles under two-column headlines reporting the charter provisions as they were agreed upon. The headlines indicate the thoroughness of the campaign to give voters an understanding of the decisions reached. These headlines follow in the order in which they originally appeared. "Preferential System Gives Majority's Choice Vantage." "Tentative Charter Frame Is Adopted By Committee." "Adopts 10 Per Cent Petition Initiative and Referendum." "Revision Men Put Tentative OK on Present Park Plan." "Charter Framers Agree on Ten Franchise Provisions." "Franchise Provisions Are Approved By Huntington." "Revisionists Agree On \$5,000 As Pay for Commissioners." "Emergency Hospital Blot on City, Revisionists Hear." "Preferential Voting System Adopted By Charter Board." "Revisionists Discuss Aliens and Bachelors on City Work." "Commission Clears Captain Sullivan of Any Misdeeds." "Charter Committee

Favors Initiative and Referendum." "Charter Revisionists Clash on Control of Park Board." "Universal Transfers in Charter." "Final Draft of Proposed Charter Passed Committee." "Charter Committee Votes to Retain Park Commission."

On November 7, 1910, the committee of fifteen completed its work. Four days later the city council accepted their proposed charter.

December 27, 1910, was the date first selected for submitting the proposed charter to the voters but this was changed to Wednesday, December 28.

Through the series of front-page articles *The Spokesman-Review* had given full details of the proposed charter; but making voters familiar with its terms was only half the battle. The other half was to make them aware of the corruption and graft prevailing under the city-council form of government then in effect in Spokane. At this time political news for *The Spokesman-Review* was being handled by James A. Ford, later to become private secretary of United States Senator Miles Poindexter, then secretary of the Spokane Chamber of Commerce and organizer of the Intermediate Rate Association, major factor in the fight against discriminatory freight rates. Interviews, investigation, and detective work on the part of Ford, leading to disclosures of irregularities and graft at the city hall, were major factors in the fight to put the charter over.

The sensational facts uncovered by Ford were played up by *The Spokesman-Review* under banner headlines. How the city council had given a private company a monopoly in installing an auxiliary fire alarm system was one of the disclosures. The following summary of the deal was given by *The Spokesman-Review* of December 1, 1910:

#### GIVES MONOPOLY TO PRIVATE FIRE ALARM COMPANY

##### Joker Ordinance Passed by Council Helps Gamewell People

By order of the board of fire commissioners every theatre, picture show, schoolhouse, church and hospital in Spokane must be equipped with an auxiliary fire alarm system and the ordinance enacted by the city council on which the order is based, means, according to the statements of J. C. Argall, president of the fire commissioners, and A. H. Myers, fire chief, the Gamewell system only.

Single boxes of this system cost a minimum of \$5 per box.

Single boxes of the A.D.T. system, which do not conform to the ordinance, can be installed for \$1 each.

That the city council was placing large city contracts without advertising for bids was another fact established by *The Spokesman-Review*. An instance was given on the front page on December 18, 1910, the article reading in part:

Despite the fact that the city ordinance provides that no contract amounting to more than \$1000 shall be awarded until bids have been advertised for, three firms are working at the isolation hospital, and have been for two weeks, on contracts amounting to \$15,000 "awarded" in some mysterious way, but without bids being advertised for. . . .

"That is entirely customary for us to let bids without advertising," said President Armstrong of the board yesterday. "We do not have to advertise for bids."

*The Spokesman-Review* pointed out that for two weeks work had been going ahead on the city's isolation hospital without contracts having been made legally. Contracts for plumbing, calcimining, and electrical installations had been let without advertising for bids. The council's method was to place the business with contractors of its own choosing and at a later date to pass an emergency resolution ratifying these illegal agreements.

This revelation was followed next day by another disclosure under the heading: "Favored City Contractor Given Work At Own Price."

At the same time and often in the same issues that it was exposing graft and duplicity at the city hall, *The Spokesman-Review* presented reasons for adopting the new charter. In one editorial it stated: "The commission form of government was created for the direct purpose of handling the business of a modern city. It is intended for administrative purposes and has proved a success in every city where in use." *The Spokesman-Review* played up statements by civic leaders and organizations in favor of the new charter. Typical headlines: "Charter Indorsed By Labor Council," "Prominent Citizens Firmly Indorse New Charter," "Nonpartisan Women Say 1800 of Sex Will Vote for Charter."

On the day voters went to the polls *The Spokesman-Review* wound up its campaign with a streamer above the front-page logo-type, three boxed articles, a cartoon by Morris, a strong editorial, a special message from the mayor urging support of the charter, a statement in favor of the charter by a prominent clubwoman.

The charter was adopted by a vote of 6,350 for, 4,113 against; a majority of 2,237. In commenting on the victory, *The Spokesman-Review* said not one word about its own part in the successful campaign.

The first election for commissioners was held March 7, 1911. The new government organized and took over on March 14, 1911, and Spokane has had the commission form of government continuously since that date.

*The Spokesman-Review* consistently supported enforcement of city, state, and national laws, including the Washington law forbidding the smoking of cigarettes, in 1909. *The Spokesman-Review's* crusade to support the prohibition laws extended over a period of nearly eighteen years—from the time the state of Washington went dry, except by prescription or permit, January 1, 1916, to December 5, 1933, when the nation-wide sale of liquor again became legal through repeal of the Eighteenth Amendment to the Constitution. Throughout this period *The Spokesman-Review* threw its influence on the side of enforcement of the liquor laws and against bootlegging and illegal sale of liquor. Typical of many *Spokesman-Review* editorials was the following, run August 3, 1923.

A seizure by federal prohibition officers and sheriffs' deputies of Bonner and Kootenai counties, Idaho, of wholesale quantities of illicit liquor being smuggled into the United States on a freight car on the Spokane International railway, calls for explanation to the government and the public. . . .

The fact that so large a quantity of illicit freight could be smuggled past the customs officials causes one to wonder how many hundreds of thousands of dollars the United States government has lost from the failure to collect the tariff on merchandise smuggled in from Canada.

*The Spokesman-Review* strongly opposed payment of the soldiers' bonus after World War I. In a series of editorials *The Spokesman-Review* showed what the bonus bill would cost the different counties

of eastern Washington. Basing estimates on payments as large as the Fourth Liberty Loan, it pointed out that Walla Walla County's share of the bonus would come to \$1,616,000; Whitman's, \$1,500,000; Lincoln's, \$818,400; with amounts for other counties in proportion.

"A wise, courageous and patriotic veto," was *The Spokesman-Review's* opinion of President Harding's action on the bonus bill.

The antibonus fight was part of *The Spokesman-Review's* never-ending campaign against excessive taxation.

Back of many *Spokesman-Review* campaigns was the basic policy of building up local industries. An example of its efforts along this line was in connection with the Armour packing plant in Spokane. In 1917 Armour & Company bought the E. H. Stanton meat packing plant, a local concern, and under the favorable freight rates effective in 1918, expanded the business. Spurred by President Woodrow Wilson, in 1914, a Democratic Congress passed the Clayton Antitrust Act. The object was to break up the large corporations and stop all combinations in restraint of trade. Congress created the Federal Trade Commission and gave it the power to enforce the act. This commission directed Armour and Company to dispose of its Spokane plant. Coming to the defense of the packing company, *The Spokesman-Review* commented editorially, in its issue of June 9, 1922, as follows:

**Don't Drive Armour & Co.  
From This Field**

Announcing its purpose to appeal from the order of the federal trade commission directing it to dispose of its Spokane plant, Armour & Co. says: "It is not believed that any court would uphold the federal trade commission's order." The decision of the federal trade commission in this case fails to catch the spirit of the Clayton act. The purpose of that law is to prevent consolidations that lessen competition, restrain trade or tend to create monopoly. But the coming of the Armour Company into the Inland Empire field had exactly the opposite effect—it brought competition in a big way in the packing industry.

Before Armour & Co. came to Spokane it had no slaughtering plant in the Pacific northwest. Such packing house products as it marketed in this region came from its eastern plants. But Swift & Co. had established a large packing plant at Portland, thus putting Armour & Co. at a disadvantage. To counteract that disadvantage Armour & Co. bought the Spokane plant

of the E. H. Stanton company, thus bringing one of the big packing concerns into this territory.

The purchase of the Stanton plant by Armour & Co. benefited the live stock industry of the Pacific northwest. The ruling of the federal trade commission, if made effective, would be injurious to the live stock producers.

Well-informed citizens in this region will approve the decision of Armour & Co. to carry an appeal to the courts and will hope that the deciding judges will forbid the gross miscarriage of justice dictated by the federal trade commission.

Following the depression of the early 1930's *The Spokesman-Review* crystallized sentiment for the disbursement of a substantial dividend from the closed Spokane Savings Bank, based on a Federal loan, releasing millions of dollars for local depositors. Each year it went all out in backing the Community Chest drives, the Red Cross, safe driving, and a host of constructive civic activities. Its opposition to excessive tax rates never flagged. It worked steadily to break up corrupt local and state political rings. Regarding the Ku Klux Klan, *The Spokesman-Review* said the "invisible empire is intolerable." It criticized the practice of Spokane banks in charging for collection of out-of-town checks. It campaigned for more traffic signals on the highways.

Time was the "essence of the contract" in a number of instances as, for example, when a lumber company started cutting down the primitive roadside timber along the highway to Newport, when the park bond issue and commission form of government were up for a vote, when a Senate committee was considering a law that would take away Spokane's favorable freight rates. Prompt and decisive action was necessary in these cases and when an ugly dirt fill was started across the scenic valley west of Spokane.

A characteristic feature of *The Spokesman-Review's* campaigns in these and other instances was that they were not confined to the columns of the paper. They might include conferences; a war chest; mobilization of public-spirited citizens; speeches before organizations; the appointment of some one person to take charge of a certain campaign; the preparation, printing, and distribution of pamphlets and circulars; the financing of a delegation to go to

Washington, D.C., to bring pressure to bear on the lawmakers in the interest of the community; and other missionary work. The publisher of *The Spokesman-Review* co-operated with other public-spirited citizens in building up the community.

The characteristic *Spokesman-Review* crusade or drive was not conducted as a newspaper promotion stunt. Its purpose was solely to accomplish something in the interest of community service.

While *The Spokesman-Review* was fighting abuses and actively supporting scores of campaigns for the good of its community, hundreds of other newspapers throughout the United States were also engaged in vigorous campaigns in behalf of the fields they served. Following are the names of some of the nation's crusading newspapers and, in each case, a representative example of the campaigns they conducted:

ABUSES ATTACKED: *Atlanta Constitution*, municipal graft; *Cleveland Plain Dealer*, election frauds; *Houston, Texas, Press*, sweatshops; *Dallas Morning News*, the Ku Klux Klan; *Chicago Daily News*, extortionate receivership fees; *Boston Post*, Ponzi's foreign exchange racket; *Medford, Oregon, Mail-Tribune*, unscrupulous politicians in Jackson, its home county; *Portland Oregonian*, loan sharks; *El Paso Herald-Post*, bucket shop swindles; *Cleveland Press*, graveyard graft; *Chicago Tribune*, public drinking cups.

PUBLIC BENEFITS ADVOCATED: *New York Times*, relief for "One Hundred Neediest Cases"; *Kansas City Star*, parks and playgrounds; *Chicago Daily News*, a United States postal savings system; *Youngstown, Ohio, Vindicator*, a three-million-dollar plan to widen streets; *Quakertown, Pennsylvania, Free Press*, sewerage system; *San Francisco Chronicle*, obtaining the zoological gardens for its home city; *New York Post* and *New York Tribune*, outings in the country for children from the tenement-house district; *Oakland Tribune*, safe driving.

Such campaigns by newspapers—and those mentioned in the foregoing list are only a few among many—have been a tremendous factor in correcting abuses, unmasking corruption, and raising standards of living throughout the United States. With able investi-

gators, writers, and artists on its staff, with varied resources, far-flung organization, public following and influence, the newspaper which supports a just cause may well prove to be an army with banners for those who are too weak, too poor, too disorganized or too uninformed to fight alone.



## CHAPTER XIII

### Beauty Is News

*Campaigning for Parks and Playgrounds—How a Million-Dollar Park Bond Issue Was Put Across and Thirty-One Miles of Riverbank Secured for Public Use—Making a Recreational Area Out of a Mountain—The Drive for Good Roads—Other Campaigns.*

EARLY ONE SPRING forenoon in the year 1895, two young men, both of them in their twenties, might have been seen in a spring buggy driving through the unpaved business district of Spokane headed west. The young man who held the reins was Aubrey L. White, manager of the book department of the John W. Graham & Co. store, then located at the corner of Riverside Avenue and Post Street. Seated at the driver's left was W. H. Cowles, who, only the year before, had gained control of the town's morning newspaper and retitled it *The Spokesman-Review*. Both young men were members of the Spokane Club, then located in the Lamona Block. Although boarding elsewhere, White had breakfasted at the club that Sunday morning with W. H. Cowles, who lived at the club, and had given a lyrical account of an "unusually interesting waterfall" he had discovered about a half hour's drive from the center of Spokane. Upon a show of interest by the publisher, White had offered to drive him out to view the beauty spot. The newspaperman agreed and his fellow clubman telephoned the livery stable he did business with (one of seventeen in town) to hitch up his horse. With this rig he had explored the countryside all around Spokane and become acquainted with every bend of the river, rock formation, and stretch of hill and woodland.

With their horse trotting along to the westward, the two clubmen came to a gulch near the junction of Hangman Creek and the Spokane River. About a mile in length, this cleft in the hills, known

as Indian Canyon, was covered by a tangle of native syringa and other wild shrubbery that hid a small brook. In the deepest part of the canyon the stream came spectacularly into view in the picturesque waterfall.

“From this trip,” wrote White, “began my own and Mr. Cowles’s joint action for building up Spokane’s park system to a point worthy of the city that he saw in the future.”

“We talked of what a wonderful park this Indian Canyon area would make,” White reminisced, “but it was over twenty years before we finally succeeded in securing it and much adjoining land and created Indian Canyon Park through which now runs the famous Rimrock Parkway and to which the new eighteen-hole golf course adjoins.”

Aubrey White was born February 17, 1869 in Houlton, Aroostook County, Maine, one of a family of four daughters and six sons. His father was a thrifty, successful farmer. The mother died when Aubrey was small. Various housekeepers took over the mother’s role, but not so successfully as to keep the future park enthusiast on the farm. After attending the public schools in Houlton, Maine, and the Ricker Classical Institute, White left his studies to try his hand at business near home. In the summer of 1888 he followed his brother Bob nearly across the continent to Spokane Falls. Bob met him at the old Northern Pacific depot. They lived for several months near the present site of the Davenport Coffee Shop and, as Aubrey described himself, he was a “roustabout.” He worked for a time in a feed store but, before long, landed a better job as a clerk in the market of Adam Arend and Albert Kenward, dealers in fish, poultry, eggs, butter, and cheese. This establishment was wiped out in the great holocaust of August, 1889; after the fire it reopened on Post Street, later moving to South Howard. The young clerk from Maine remained with the firm for four years, then sold books for three years more. The “roustabout” gained polish and won influential friends. He went into partnership with J. P. Graves, a real-estate man and investment broker who had branched out by acquiring mining properties in British Columbia and who was organizing the Granby Consolidated Mining, Smelting and Power Company. In the interest of

this company White established offices in Montreal, New York, and Philadelphia. Granby became one of the fabulous wealth-producers of the Canadian West, and the venture brought the ex-grocery clerk a fortune. Also, it paid a dividend of a noncommercial nature.

While residing in New York Aubrey White became a member of the Municipal Art Society of New York, a group that passed upon matters pertaining to parks and playgrounds, the arrangement of buildings, and the like. His New York associates gave him ideas he had not encountered in the Maine potato country or in the bustling mining center where he had sold dairy products and sets of the classics. What his new friends told and showed him gave a new meaning to the beauty spots he'd been discovering in and around Spokane, made him realize the cost of neglect to provide recreation spots and open spaces in the early development of a city. By the time he returned West his mind was pretty well made up as to what measures the city by the falls should take to safeguard its future. The time of his return was propitious. During the six years he had been away, Spokane had doubled in size.

But while the city grew by leaps and bounds, little thought was being given to its future appearance. In 1891 Spokane had but one park, Coeur d'Alene, comprising 10.4 acres donated in 1887 by J. J. Browne and A. M. Cannon. The charter adopted in 1891 placed the public parks under the joint supervision of the mayor, the president of the city council, and the city engineer, but under this system what one city administration did was apt to be nullified by the one that followed, and the park program became a political football. Voluntary donations of land increased the park area very slowly—at the rate of about ten acres yearly—and these acquisitions were on a hit-and-miss basis.

In 1905, the Polk directory estimated Spokane's population as 73,852. Civic boosters organized the 150,000 Club with a view to raising the city's population to 150,000 within ten years. Shortly after his return from the East, White attended a meeting of this club, where everyone in the room was whooping it up for more population. With missionary fervor, White told the gathering that instead of working for a bigger city they should bend their efforts toward

creating a better city. To that end he suggested the naming of a "City Beautiful" committee. His suggestion was adopted and a City Beautiful Committee was appointed, with White as chairman.

Spokane did not reach the 150,000 population goal until the second World War brought great new pay rolls, long after the 150,000 Club had disbanded, but Aubrey White's idea for a better city bore fruit almost immediately. The 150,000 Club campaigned to prevent the railroads from crossing the Fort George Wright reserve, planted 80,000 trees in four years, promoted and financed the building of a children's home in Spokane, raised a fund of \$60,000 to complete the Y.M.C.A., crusaded for home industry and got back of a constructive program for parks and playgrounds.

The booster club's City Beautiful Committee had various subdivisions. One of the most active of these was a "Parks and Boulevards" committee. Realizing that the personnel of this group should be strong enough to take the parks out of politics, White induced six of the best-known men in the city to serve with him on the committee: F. Lewis Clark, D. C. Corbin, Jay P. Graves, John Finch, W. J. C. Wakefield, and W. H. Cowles. The journalist-showman, Ren H. Rice, was secretary.

This committee of seven met often at the homes of members. Considering carefully the methods of other cities, they finally decided to sell their home town on a modified form of the Hartford, Connecticut, system: The mayor would appoint a park board of ten members to serve without pay and with the mayor as an ex officio member. One of the ten would retire each year, with a new member appointed to take his place. Thus the board as a whole would be familiar with the park program and the work would go forward on a systematic basis.

At the city election in 1907 a charter amendment was introduced incorporating the plan worked out by White and his fellow strategists. In a drive for a favorable vote on this amendment *The Spokesman-Review* played up the desirable features of the plan. A typical editorial stated: "The importance of taking the administration of the park system out of politics ought by this time to have so thoroughly impressed itself on the minds of the people to insure a

full and favorable vote." The amendment passed more than three to one. A park board of ten was appointed by the mayor and Aubrey White became its president. He continued in that office for fifteen years, until, with his family, he moved to a home on the Little Spokane River outside the Spokane city limits, thus making himself ineligible to serve. From the organization of the board in 1907 dates the present park, playground, and parkway system of Spokane.

While the charter amendment provided for a mandatory tax levy of not less than one mill for park purposes, the new board found an empty treasury and debts of about \$20,000. To provide for current park maintenance and to pay pressing claims, the board requested and obtained from the city council a temporary loan of \$12,000, and later the members were granted a park bond issue of \$100,000, from which this loan was repaid.

With funds available and the authority to act, White took steps to obtain the services of outstanding landscape architects in laying out a park development plan for Spokane. For this work he engaged the Olmsted Brothers, of Brookline, Massachusetts. The founder of this firm was Frederick Law Olmsted. In 1857 New York City was planning a project new in this country but old in Europe, a "public pleasure ground" to be called Central Park. Olmsted was made superintendent of the new project and a year later became its architect in chief. For two decades he had a major part in the development of Central Park. With partners he designed Riverside Drive, New York; Prospect Park, Brooklyn; Franklin Park, Boston; Governor Leland Stanford's university site at Palo Alto, California; George Vanderbilt's Biltmore estate; the U.S. Capitol grounds and terrace; the World's Fair at Chicago; and other important landscaping projects.

Closely associated with him in his work for more than twenty years was his brother John's son, John Charles Olmsted, who displayed exceptional interest and talent in landscaping early in life and who became Frederick Olmsted's stepson, as well as nephew, when Frederick Law Olmsted married his brother's widow. John Charles Olmsted was given a financial interest in the practice in 1878, three years after his graduation from the Sheffield Scientific School at

Yale. He was the first president of the American Society of Landscape Architects and was for many years on its executive board. During the period he was a partner, 3,500 jobs came to the firm, including the planning of parks for some of the nation's greatest cities, among them Detroit, Milwaukee, Atlanta, Dayton, Seattle, and Portland, Oregon. In 1898, the son of the firm's founder, Frederick Law Olmsted, Jr., joined the firm and it became known as Olmsted Brothers. When the founder retired the following year, John C. Olmsted became senior partner.

John C. Olmsted and his associate, J. Frederick Dawson, came to Spokane and, after studying every phase of the city's park problem, prepared a comprehensive plan for a park, playground, parkway, and boulevard system embracing the entire city. Their report emphasized Spokane's remarkable opportunity for preserving big and strikingly picturesque landscape features for its parks and boulevards. Among those particularly mentioned were: the grandeur of its river gorge, the bold natural scenery of Downriver Park, the miniature butte in Cliff Park, the picturesque, weather-beaten ledges in Manito Park. Today's High Drive was visioned by the Olmsted Brothers, who pointed out, "The bluff drive will command beautiful and extensive views from south to northwest across the valley of Latah (Hangman) Creek and over an extensive reach of picturesque country beyond."

"Spokane should take warning and secure much more park space while land can be bought cheaply," the report stated, adding that the city "should have 1,973 acres of park space or 1,750 acres in addition to what it already has."

The landscape architects selected parcels of land that, if secured, would put a playground or park within ten minutes' walk of every family group in the city. A map was prepared and colored so as to show property already secured and what was needed to round out the plan. The map was not made public.

Park board members met in private homes. When the time came to develop a particular piece of property, steps were taken to acquire it by purchase or as a gift. In his record of this period, Aubrey White wrote: "Again Mr. Cowles was to the forefront . . . we encoun-

tered his ownership in many places. But after he was shown the whole broad plan and [had] discussed it with Mr. Olmsted, or his assistant, Mr. Fred Dawson, he and his associates always dedicated such tracts as were necessary to carry out the broad plan."

But despite these and other donations of land, the program was seriously hampered by the lack of money. A million dollars was needed to carry out the recommendations of the architects. Question: Would John Q. Public dig into his pocket to that extent? The park enthusiasts hoped he would and a bond issue for a million dollars was put on the ballot in the next general election. The voters turned thumbs down. There was a reason for this defeat: other issues were involved. The thing to do, the planners thought, was to stage a special election to deal exclusively with the bond issue, then go all out to put it over. The special election was arranged. But the strategists faced a dilemma: If they published the landscape architects' plan, owners of the wanted tracts would boost their asking prices out of reason; if they kept the plan dark, voters would be buying a pig in a poke. It was decided to keep the plan under cover and to offset this disadvantage by getting some one man to organize a strong campaign in behalf of the bond issue.

Selected for the job was Earl G. (for Gladstone) Constantine, who had attended Robert College, Constantinople, and Cleveland High School at St. Paul, Minnesota, and, after graduating from the University of Minnesota, had come West to be an instructor in Spokane's South High School. Later he was a conspicuous figure in trade-association work, becoming president of the National Association of Hosiery Manufacturers. Constantine recalls that the park bond job was offered to him by Aubrey White, L. M. Davenport, and W. H. Cowles. His efforts dovetailed with articles and editorials in *The Spokesman-Review* in favor of the bond issue. Devoting full time to the campaign for two months, he succeeded in getting twenty-eight civic and improvement clubs lined up behind the bonds.

The whirlwind campaign reached a climax on May 3, 1910, the day the voters went to the polls. On page 1 that day *The Spokesman-Review* ran a cartoon by W. C. Morris illustrating the advan-

tage of city parks, also an article headed "Are Parks To Be or Not To Be?" and asking a series of questions like "So I want a playground within 10 minutes' walk of my home?" The leading editorial on page 4 urged passage of the bonds. A column-and-a-half news article on page 7, headed "Property Owners for City Parks," quoted J. P. Graves, J. A. Finch, and L. M. Davenport, three of the city's most respected citizens, as giving unqualified approval to the park bond issue.

"City Leaders Urge Passage of Million Dollar Park Bond Issue" was the heading over a two-column article in large type on page 8, with strong indorsements of the bond issue by N. S. Pratt, mayor of Spokane; C. M. Fassett, president of the Spokane Chamber of Commerce; and C. Herbert Moore, president of the 150,000 Club. On the last page was a statement by Aubrey White, urging passage of the bond issue.

Out of 6,070 citizens who registered for the election, 2,238 votes were cast for the bonds, 1,462 against. According to law a 60 per cent majority of the total vote was necessary for the bonds to carry. The margin was eighteen. By that slender majority Spokane was assured its magnificent park system.

Adverse litigation reduced the amount of the bond issue and delayed the sale of the bonds, but eventually \$888,982.50 became available to finance the Olmsted Brothers' recommendations.

Later in 1910 another emergency arose in the city beautiful program. Browne's Addition, in the western part of the city, was being paved. At the same time the city council decided that the old wooden bridge, supported by a trestle that spanned Hangman Creek at Sixth Avenue, should be condemned. The council voted to replace the wooden structure with a dirt embankment five hundred feet across at the bottom. To carry out this plan, holes were cut in the bridge flooring and dirt and rock taken from the streets to be paved were dumped through the holes into the valley below.

Aubrey White was horrified. In a previous year a railroad had marred the beauty of Indian Canyon Valley by constructing a dirt fill across it. Would Spokane residents have to gaze upon a similar unsightly embankment across Hangman Creek Valley for the rest of



time? White called upon W. H. Cowles and pointed out the need for prompt and decisive action. The two men decided on a vigorous campaign of education to arouse the public against the ugly fill and in favor of an alternate plan, the construction of a concrete span across the valley.

As with other crusades in which *The Spokesman-Review* participated, its publisher worked closely with fellow citizens interested in the same cause. A committee was appointed to gather data, make personal contacts, and in other ways supplement articles and editorials in the newspaper. Members of the committee were Edwin T. Coman, banker; C. M. Fassett, later mayor of Spokane; and Earl Constantine, who had been a big factor in putting the park bond issue across.

Articles playing up the advantages of a concrete bridge started to appear in *The Spokesman-Review*. At the expense of a small group of citizens, three engineers, specialists in the field of bridge design, were brought to Spokane to study the whole problem of building a concrete bridge across the Hangman Creek Valley and to estimate its cost. In the issue for Sunday, September 11, 1910, a full page was largely devoted to a drawing by staff artist Hubert Chapin showing how a concrete bridge would look at the Sixth Avenue crossing of the valley. Accompanying figures, compiled by the engineers, showed that the unsightly fill would cost \$403,000—an attractive concrete span \$430,000. An editorial in the same issue of *The Spokesman-Review* stated:

Public-spirited owners have given the city about 20 acres of land adjoining the bridge to be made into a park. An artistic bridge of concrete, with its magnificent arches making an architectural framework for the picture of the landscape beyond them will be an esthetic endowment for Spokane that can challenge comparison with the World-famous Roman aqueduct near Nimes.

Other editorials in the same vein were run. In its November 6 issue *The Spokesman-Review* reproduced the engineers' design for the proposed concrete span. Public sentiment was crystallized in favor of a bridge. The city council reversed itself. Dumping for the fill was stopped, though piles of dirt and rock were long visible

below the bridge as reminders of what might have been. The success of the campaign is evidenced today by an attractive concrete bridge across the Hangman Creek Valley, built from the design of the engineers brought to Spokane by the citizens' committee.

Another emergency arose, this time beyond the Spokane city limits. Aubrey White's account of the incident follows:

On one of my trips to British Columbia, where I had mining interests, I passed through a fine strip of timber about one mile along the State highway, about two thirds of the way between Spokane and Newport. This was the only remaining stand of native timber left along any of the state highways east of the Cascade mountains. The primeval forest with all of its lovely undergrowth came to the very edge of the road on both sides—great trees 60 and 90 feet in height. Between the trunks of these monarchs of the forest, here and there, one could see a little rippling brook meandering through the woods.

Returning from my business trip and reaching the same spot, I saw a lumbering outfit preparing to move into this stretch of forest and start cutting. I learned the name of the company and as soon as I got back to Spokane sought out the owners and asked them to hold up the timber cutting until I could get in touch with some friends, with a view to acquiring that area for a state park. Next I explained the situation to Mr. Cowles. He told me to get the best price I could on the land and timber, promising to pay part of the purchase price and to help me interest others. By stressing the fact that the property would be used for a park, I was able to get a reduced price on both the land and the timber rights. The necessary funds were collected from various sources. W. H. Cowles was the largest giver and the power behind the campaign. Now that 100 acres of primitive forest through which the Pend Oreille highway passes is forever saved as a state park.

The park board went ahead with the plan recommended by the landscape architects. Its main objective at first was to acquire the needed land while the price was low and before the chosen sites were marred by the cutting down of native trees and shrubs, or made unavailable by the extension of city streets and the construction of buildings. By the year 1913 title had been secured to 1,933.6 acres of land, some bought outright, some donated by individuals, business firms, or corporations.

Once the land was secured, other features of the development were pushed to completion: greenhouses, flower gardens, rock gardens, and drives were built in Manito Park, tennis courts at Coeur

d'Alene Park, drives in Downriver Park, Indian Canyon Park, Palisades Park, and High Drive Parkway. Grading and planting were done in the following parks: Cannon Hill, Cliff, Liberty, Corbin, Hays, Audubon, Franklin, Lincoln, Minnehaha, and Mission, also at the city reservoir at Ninth Avenue and Pine Street and at the Interstate Fair Grounds.

Recreational facilities installed in various parks included tennis courts, swimming pools, wading pools, gymnasium apparatus and ball fields, swings and teeters and courts, a bowling green, handball court, picnic tables, outdoor fireplaces, summer houses, pergolas, and shelters.

In this development the city had the services of the outstanding park planner and builder, John W. Duncan, superintendent of Spokane parks from 1910 to his retirement in 1942, to whom the Duncan Gardens in Manito Park are a living memorial. Originally these gardens were swampland. Duncan planned the arrangement of perennials and annuals for season-long blooming. He developed from two hundred to three hundred varieties of lilacs. He also superintended the transformation of the city's parks by the addition of a wide variety of recreational facilities. His efforts led to the establishment of municipal golf courses at Downriver Park and Indian Canyon.

Among *The Spokesman-Review's* efforts to create a beautiful city were campaigns for concrete bridges over the Spokane River. One weapon was the presentation of an artist's sketch showing how the bridge would look—if and when built. Sometimes the dream was contrasted with actuality by showing a picture of the ugly structure then in use.

When the first crude automobiles were being driven along Spokane streets, *The Spokesman-Review* backed a demand that the Northern Pacific Railway elevate its tracks through the city. The problem was discussed in an editorial on November 27, 1905, and this was followed by a stream of other editorials, articles, and pictures on the same subject. Finally, in 1911, the Northern Pacific announced that it would spend \$2,500,000 on grade separation in Spokane, from Division Street on the east and crossing Third

Avenue on the west. The necessary ordinance was passed by the city commissioners and accepted by the railroad. In 1914 contracts were let and the work went ahead to completion.

Not all of the newspaper's crusades were so successful. In 1911 *The Spokesman-Review* strongly recommended concrete rather than steel for the North Coast Railway's high trestle above the Monroe Street Bridge, but pictures showing how a concrete span would look, fact-jammed articles, and eloquent editorials all proved unavailing.

In its issue of March 14, 1926, *The Spokesman-Review* inaugurated a garden department in its Sunday edition, with Aubrey L. White as garden editor. From that date, until his last illness twenty-two years later, as a regular member of *The Spokesman-Review's* staff, White reached a wide audience regularly through this newspaper. The garden column proved popular. Its conductor answered hundreds of questions in person, by mail, or over the telephone. Sometimes readers sought out the editor in his home garden to question him about the growing of flowers and plants, the care of lawns. He launched a series of garden contests and aroused so much interest through these competitions that in 1930, 1931, 1932, and again in 1935, a Spokane garden won first prize in the National Yard and Garden Contest.

White's activities as garden editor of *The Spokesman-Review* led, within three years, to another project for community betterment. Olmsted Brothers had stated in their report: "Wherever it is possible for the Park Commission to acquire control of the riverbed or of the banks by gift, or by purchase at a reasonable price, it would be a good thing to do. As the city grows in density of population, even the smaller areas of that sort will afford extremely valuable places where the people can go to enjoy the view of the river." Also, the report said: "A riverside drive is one of the most delightful of scenic parkways, therefore it would be a great waste of opportunity not to develop a pleasure drive along the river above the city. It would be valuable both for its own sake and as an agreeable approach to Eastside Park and Upriver Park." How he came to act

on this recommendation and what he did to get the project under way were described by Aubrey White as follows:

While I was preparing some articles for *The Spokesman-Review*, it was in my line of duty to inspect a portion of the banks of the Spokane River. I was surprised to find that despite the growth of the city no obstructive features had been constructed along the river that would prevent the building of a parkway along the level portions of the bank. By taking the sloping land between the outer edge of the roadway and the water, nothing could ever creep in that would be an eyesore in the future. I at once took my car and made a survey. From the street railway park four miles west of the city [Natatorium Park] to Millwood ten miles east, the same condition existed, excepting only in the heart of the city. I was so impressed with the possibilities that I immediately took steps to interest the business men who would be of the most help.

Shortly afterward White took a group of Spokane businessmen over the route of the river drive that was assuming form in his mind's eye. The party included W. J. C. Wakefield, attorney; E. A. Shadle, leading merchant; L. M. Davenport, the hotel and restaurant proprietor; and W. H. Cowles, the publisher. All were convinced as to the value of the project. With the primary purpose of developing the river-drive project on a systematic basis, and by way of putting his newspaper back of it, W. H. Cowles created the Civic Development Department of *The Spokesman-Review*, with Aubrey White in charge.

The step assured the adequate and continuous publicity needed to make the project successful. The co-operation of feature writers and photographers was enlisted and liberal space was given to the river-drive development as well as to other phases of community improvement.

The offices of Aubrey White and W. H. Cowles were near each other. It was convenient for them to discuss, as they often did, the problems of the new department, including the vital one of financing the river-drive project.

Under White's guidance the surveys of the land needed for the river drive were made by A. D. Butler, city engineer, and Superintendent of Parks Duncan.

White was a man with tremendous reserves of energy. He once

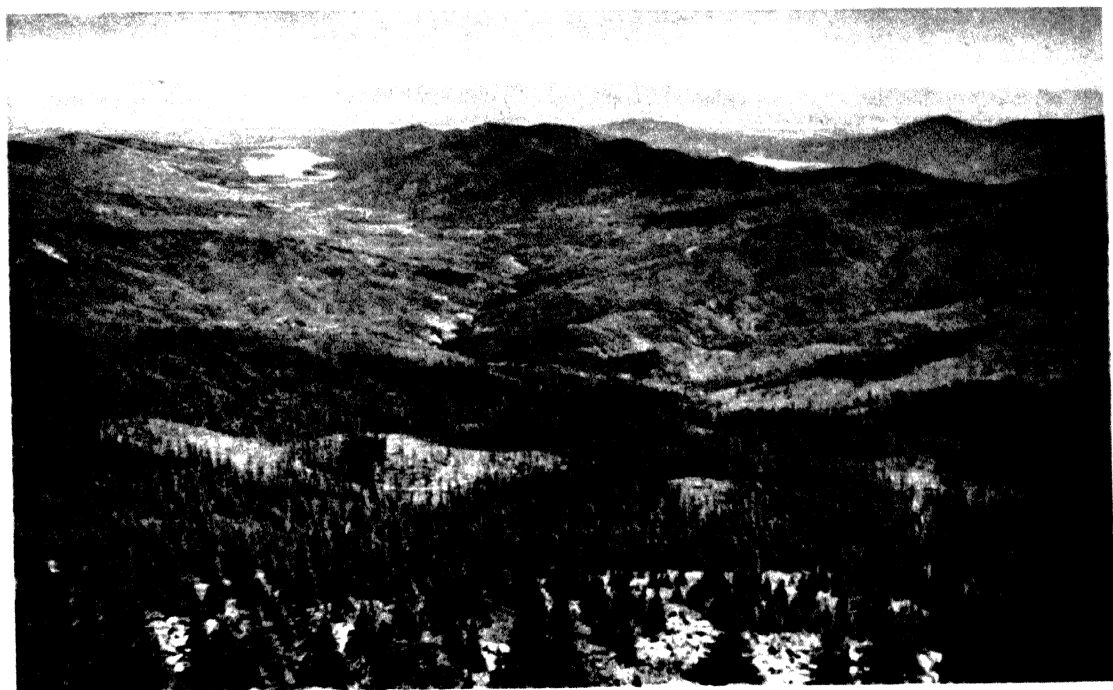
told his wife: "I can't remember when I was ever tired." Launching a systematic campaign, he called on the owners of the property needed for the drive, and, convinced that the proposed drive would benefit their property, some of the owners donated a strip of land sixty feet wide. In cases where he could not get the land as a gift, White solicited contributions from well-to-do citizens of Spokane, collecting sums from \$50 to \$250 from each. Some pieces of property were secured at county tax sales. After taking the strip of land needed for the parkway, White would swap the balance for other pieces. The transaction of deals of this sort earned him the title of "Spokane's civic horse trader."

There were occasions when Aubrey White would mention to W. H. Cowles a special sum he needed to acquire a certain vital piece of property and the publisher would say: "All right, I'll pay half. Tell Rutter what you've nicked me for and make him come through with the balance." This formula proved effective with bankers like R. L. Rutter and other wealthy citizens.

As a result of a multitude of transactions with individuals, corporations, and city and county officials, title was gradually acquired to thirty-one miles of riverbank. Land within the city was deeded to the city, that outside to the state.

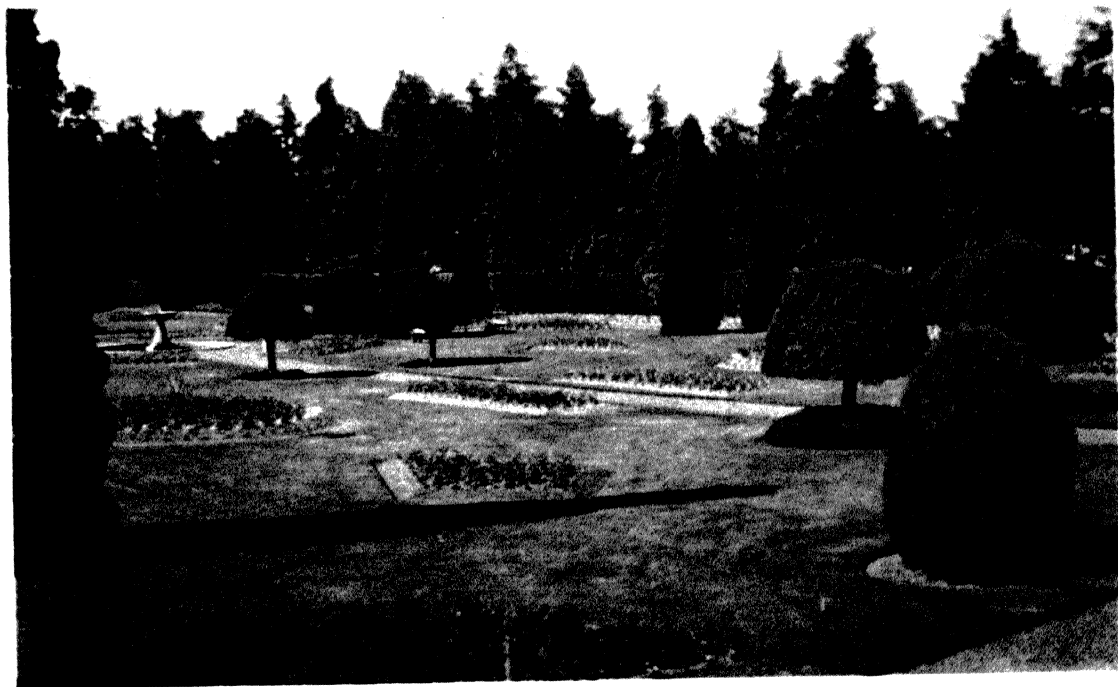
To finance the grading and development of the river drive, a Spokane River Parkway Association was formed and 1,200 memberships, costing from two dollars to one hundred dollars, were sold on a sliding scale. Receipts totaled \$8,000. City and county officials matched this with equal amounts, bringing the fund to \$24,000. For several years during the depression the development of the river parkway by grading, paving, and planting furnished work for the unemployed.

For the greater part of its length the river parkway embraces all of the land between the drive and the stream. The six-hundred-acre park which constitutes the western or downstream terminus of the river drive takes in Deep Creek Canyon, a remarkable geological formation approximately a mile in length and varying in depth from fifty to nearly a thousand feet. It shows traces of an inundated



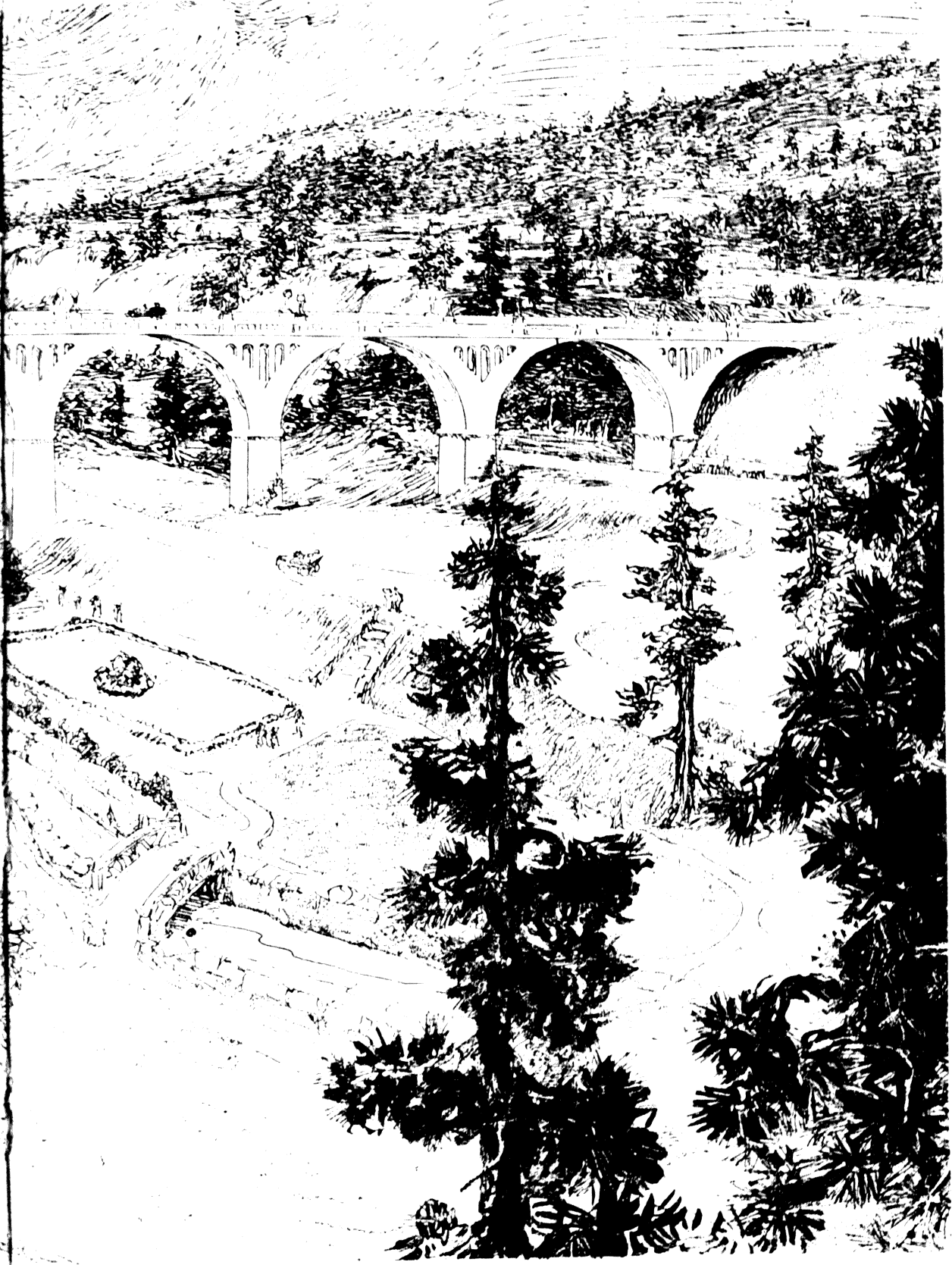
#### VIEW FROM SUMMIT OF MOUNT SPOKANE

The peak is some thirty-six miles northeast of Spokane. Many public-spirited Spokane citizens, strongly backed by *The Spokesman-Review*, joined in securing title to and developing 34.3 square miles of mountain terrain as a state park and recreation center.



#### SUNKEN GARDENS IN MANITO PARK, SPOKANE

Originally swampland, this tree-enclosed retreat of lawn, winding walks, and colorful gardens was developed by John W. Duncan, superintendent of Spokane parks from 1910 to his retirement in 1942. It is a part of Spokane's splendid park system, mapped out by two specialists in the field, John Charles Olmsted and J. Frederick Dawson, and implemented by a million-dollar bond issue.



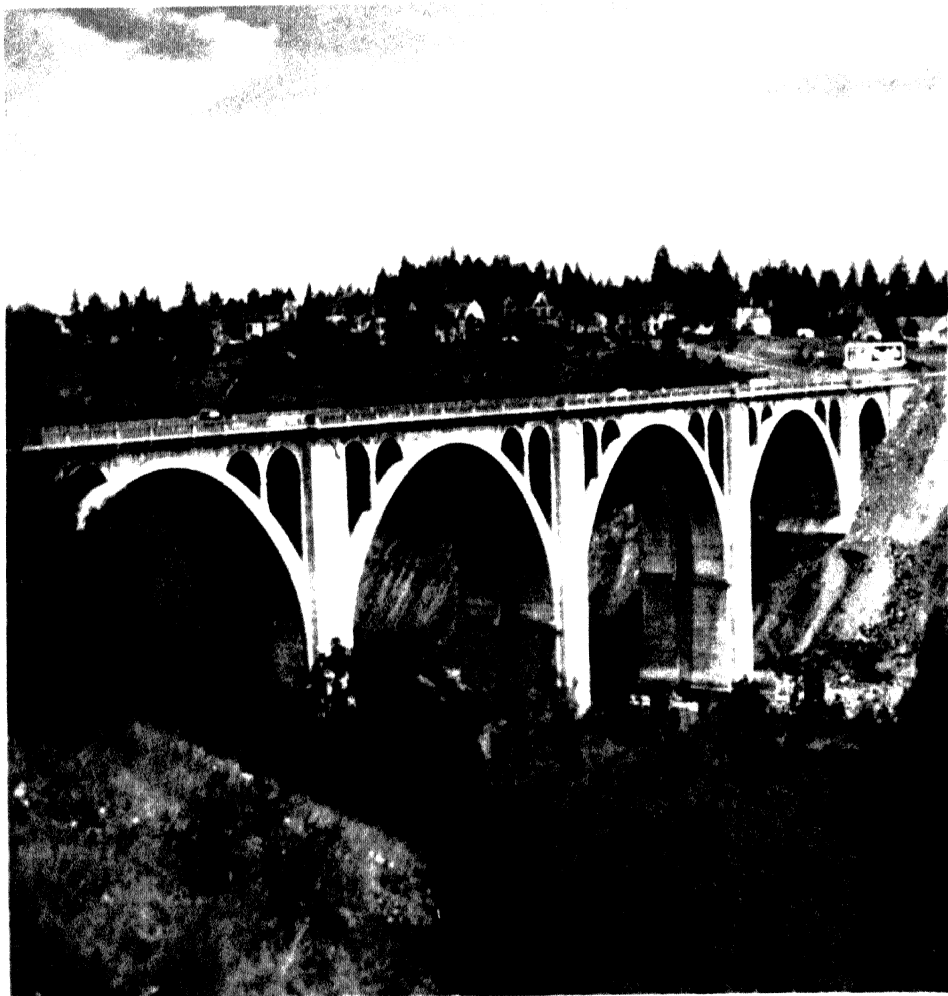
*ESTIMATES SHOW THIS DESIGN COULD  
BE SUBSTITUTED FOR PROPOSED DIRT  
FILL ACROSS HANGMAN CREEK WITH  
SMALL DIFFERENCE  
IN COST*



DESIGN FOR CONCRETE BRIDGE ACROSS HANGMAN CREEK

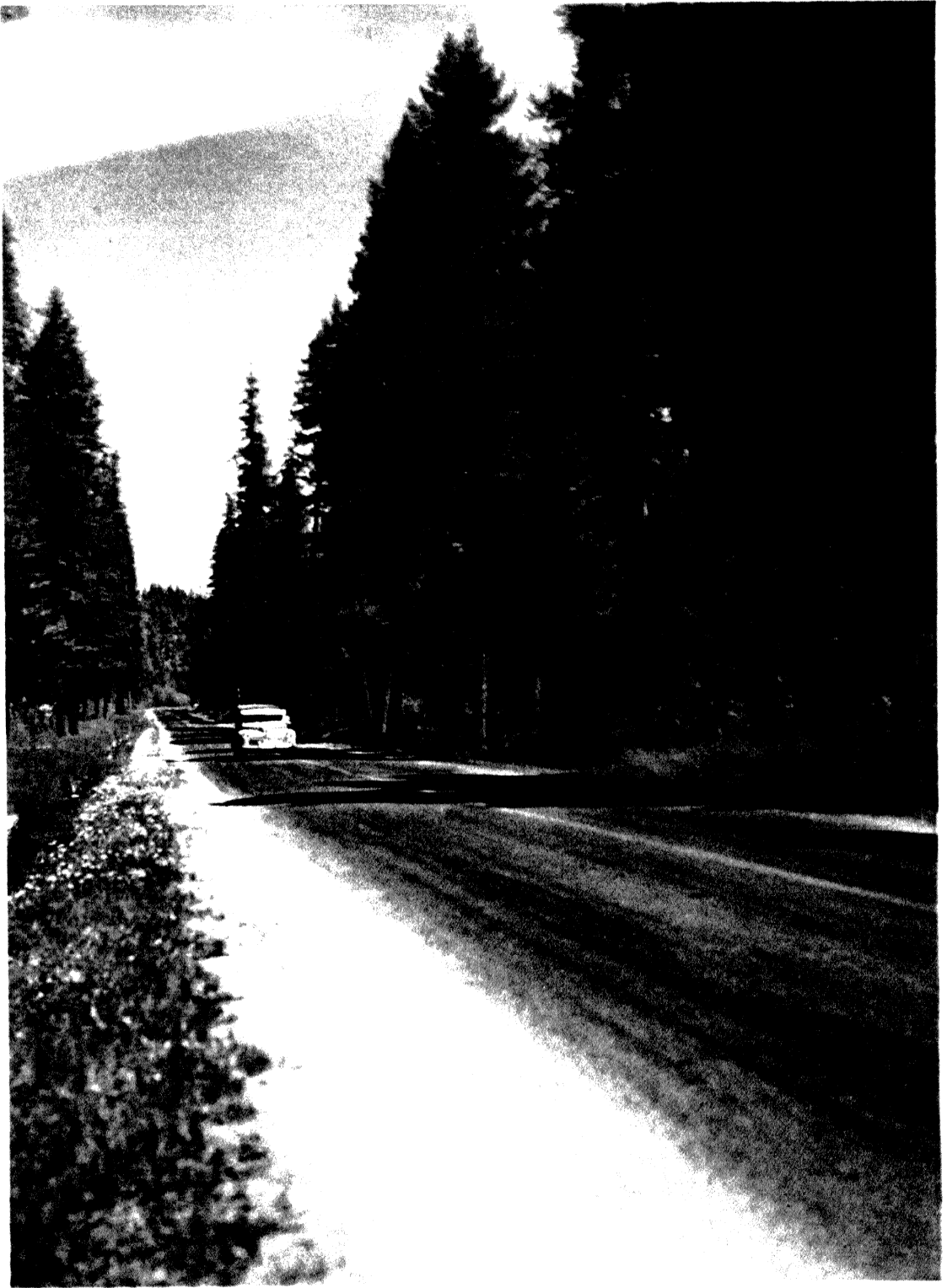
VALLEY, RUN IN THE SPOKESMAN-REVIEW OF SEPTEMBER 11, 1910.





#### SUBSTITUTED FOR DIRT FILL

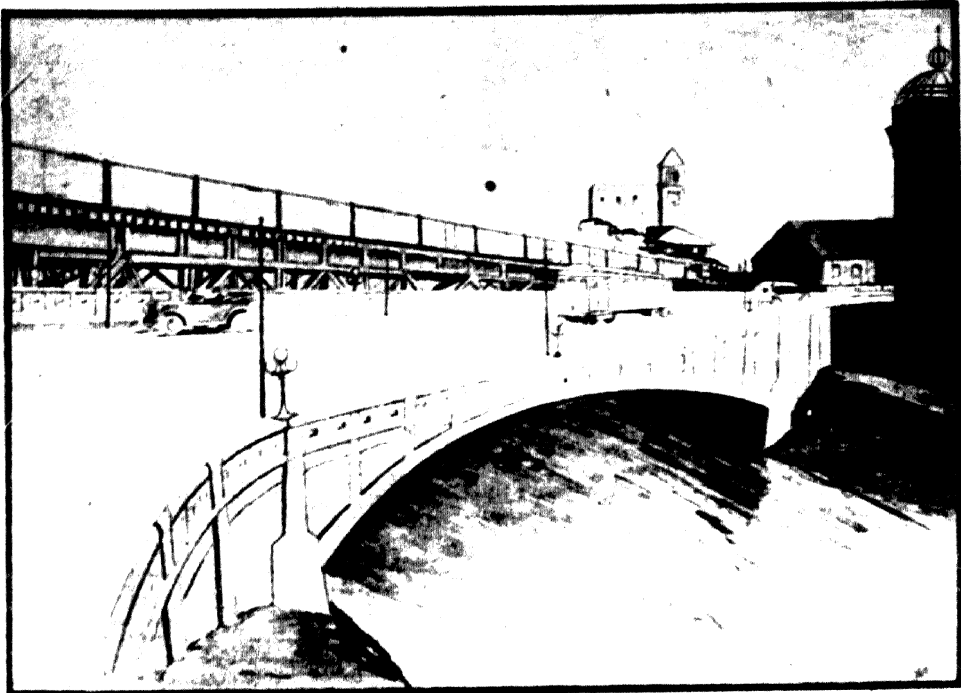
Partially visible through obscuring shrubbery is the attractive concrete bridge, pictured above, which today spans Haneman Creek Valley, west of Spokane. As the result of a campaign initiated by Aubrey L. White and strongly pushed by *The Spokesman-Review*, this bridge was substituted for a dirt fill. Engineers experienced in bridge building were brought to Spokane to design the structure, their fee being paid by W. H. Cowles, publisher of *The Spokesman-Review*, and co-operating citizens.



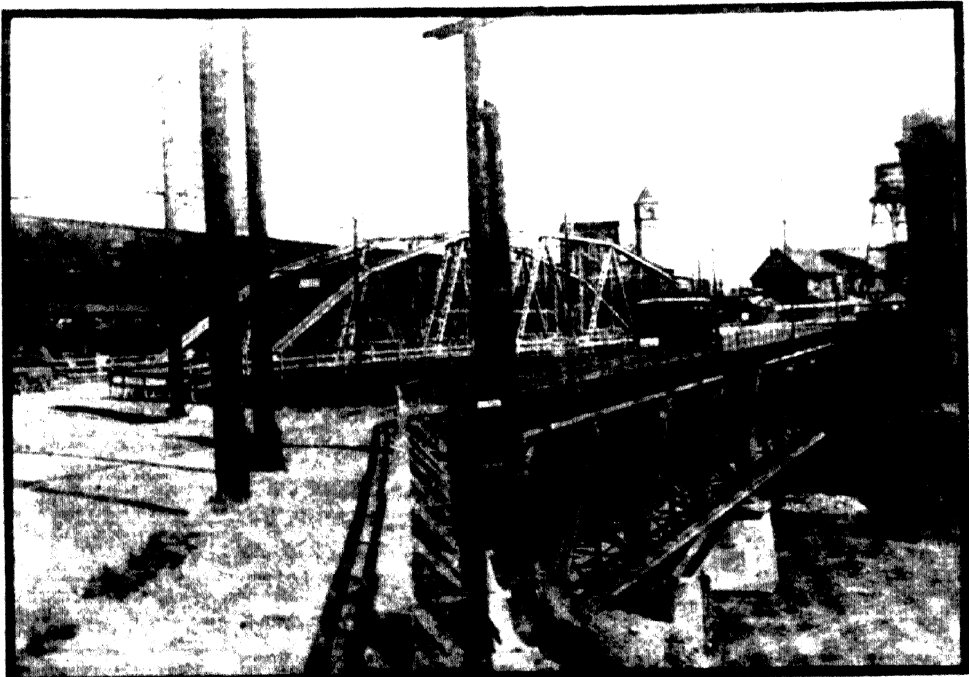
### A FOREST OF TALL TREES

On either side of the Spokane-Newport highway, thirty-two miles north of Spokane. This beautiful stand of native timber, originally on school land, was saved from destruction through the quick action of Aubrey L. White, president of the Spokane Park Board, and W. H. Cowles, publisher of *The Spokesman-Review*. It has been dedicated to the public as Pend Oreille State Park.

## Proper Type of Bridge at Post Street Would Serve All Traffic



## Two Steel Structures at Post Street Now Used for Trolleys and City Traffic

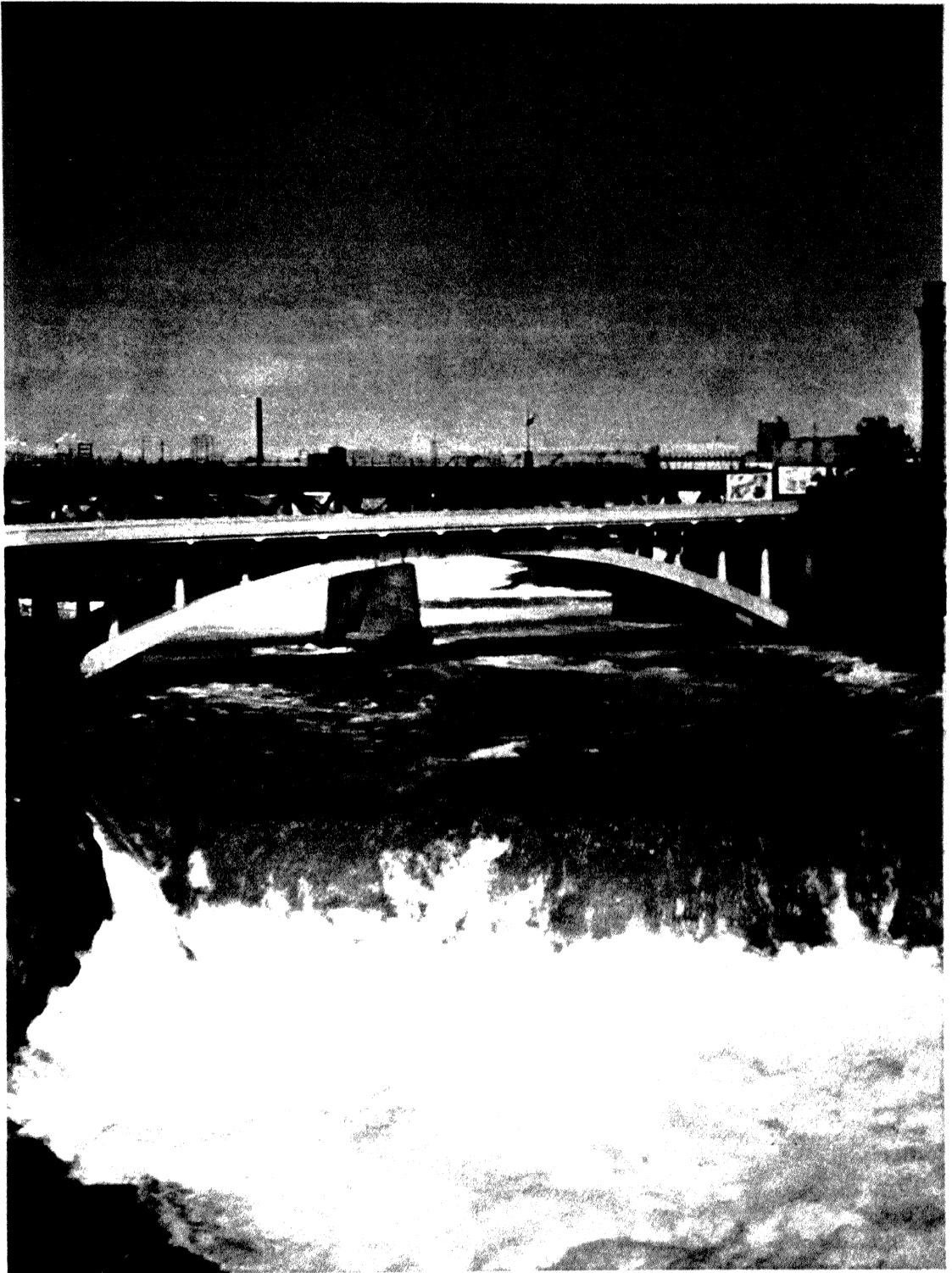


The present steel structures at Post street, which will continue indefinitely unless some plan for a single concrete span is adopted.

## ONE SHOT IN THE CAMPAIGN FOR CONCRETE BRIDGES

For many years, as its home city grew, *The Spokesman-Review* joined hands with progressive citizens in campaigning for concrete bridges over the beautiful river which bisects the city of Spokane. Here is one shot in the newspaper's drive for a concrete bridge at Post Street. This illustrated article ran in *The Spokesman-Review* for August 6, 1916.

That the campaign was successful is indicated by the picture opposite.



NEWSPAPER'S DREAM PICTURE BECOMES A REALITY

Linking Spokane's North Side with its South Side is a series of attractive concrete bridges, built as a result of the efforts of progressive, beauty-loving citizens with whom *The Spokesman-Review* joined, thus supplying a voice and leadership. Pictured above is the Post Street Bridge of today, looking upstream at high water from the Monroe Street span, also of concrete. Contrast this with the Post Street Bridge of 1916, pictured opposite.



### INDIAN CANYON

About one third of this 112-acre park was purchased by the Spokane Park Board, the balance donated by the Colonel I. N. Peyton estate. It includes a municipal golf course.



### SCENIC HIGHWAY BELOW SPOKANE

Thirty-one miles of riverbank along the Spokane River were bought through the efforts of *The Spokesman-Review's* Civic Development Department, headed by Aubrey L. White, and dedicated as a public park and playground.

forest seven million years old and tells a story of the ice age, the lava flows, and three hundred thousand years of erosion. Land in the Deep Creek Canyon area was secured by private purchase with money donated in various amounts by public-spirited citizens. The largest giver was Mrs. Harriet Cowles Hammett Graham, daughter of W. H. Cowles. Other donors included the Finch Investment Company, through W. A. Corey, trustee; Mr. and Mrs. E. A. Shadle; and R. L. Rutter. A recreational area has been developed in the canyon and another on the pine-studded banks overlooking the "Bowl and Pitcher," a unique rock formation in the river. The Washington Water Power Company donated land it had obtained from the Valley Land and Power Company for the purpose of sometime building a dam below the Bowl and Pitcher. Many miles of secondary roads, bridle paths, and trails branch out from the main drive.

The winding, picturesque upriver portion of the drive passes land on which stirring events occurred a century ago, land on which Antoine Plant built the first house in the Spokane Valley (and the point from which he later operated his ferry), where Governor Stevens and grave Indian chiefs gathered to sign a treaty, where Lieutenant (later Captain) John Mullan and his fellow soldiers labored on the famous military road.

The river drive is but one small link in the Inland Empire's highway system.

As in other parts of the country, road building around Spokane paralleled the growth in automobile ownership. Road building had news value. The Work Projects Administration index of *The Spokesman-Review* for two decades, 1901 through 1920, lists 1,215 articles dealing with roads, and this is only a partial enumeration.

*The Spokesman-Review* got behind the good roads movement with the same vigor with which it promoted the park program. For twenty years W. H. Cowles was president of the Spokane County Good Roads Association which led the campaign for modern highways east of the Cascade Mountains. He worked closely with Frank

W. Guilbert, a Middle Westerner with engineering background who came to Spokane in 1904 and who made good roads his profession and career from 1910 until his death thirty years later. Guilbert served as president of the Eastern Washington Highway Association, on the executive committee of the Washington State Good Roads Association, and was manager of the Inland Automobile Association, which he founded in 1912.

He worked for constructive legislation: for bills to curb car thievery, for ordinances against jaywalking and against fanatical bills like the one to "allow \$2 to the arresting officer for each arrest made of an automobile owner breaking a traffic regulation or speeding law." He crusaded for a gasoline tax to pay for highway building, for proper road marking, road information, and highway maps. He battled road contractors who cheated on their specifications. For example, Guilbert found the highway through the rolling Palouse country south of Spokane had been badly paved. Traveling over the road with camera, a miner's pick, and a ruler, he gathered photographic evidence that the road surface was almost paper thin in places. The pictures he took, produced in court, won the county's case against the contractors.

Campaigns were waged for school patrols and other safety measures, proper automatic street signals, Federal funds to help pay for highway construction, the building of four-lane highways to handle mounting traffic, for the removal of billboards from scenic highways.

Many of the struggles were bitter. The evangelist for good roads needed newspaper backing to enlist public interest in his crusades. He got the space and support he needed from *The Spokesman-Review*.

Through the building of highways in all directions from Spokane, the city's trade area was doubled, trebled, and quadrupled. By 1940 the Inland Empire's network of highways included 520 miles of cement and concrete, 2,894 miles of asphalt and oiled macadam, 9,792 miles of graveled highways, and hundreds of miles of improved dirt roads.

In his work for good roads Guilbert did a great deal of driving

around Spokane, wearing out some eight or ten Reo cars, one after another, and it was inevitable that he should take notice of a dirt road winding toward the summit of a high mountain thirty-six miles northeast of Spokane. Until 1912, this peak was designated as Mount Carlton on the maps and called "Old Baldy" by the man in the street. In that year it was renamed Mount Spokane at ceremonies on the mountaintop in which a conspicuous part was played by Miss Marguerite Motie, chosen as "Miss Spokane" to personify the traditions and beauty of the city by the falls. Mount Spokane rises 5,881 feet above sea level.

Francis H. Cook, founder of Spokane's first newspaper, dreamed of owning a spectacular resort on the summit of the mountain, with a steam or electric tramway transporting the crowds to the mile-high retreat. With the advent of the automobile he realized that a road winding up the mountainside was more practical than a tram. Buying 320 acres of mountaintop from the state, he started acquiring the right of way for the road. A son helped him survey and build it. To be near his project, Cook erected a weatherproof cabin with fireplace, far up the mountainside at a point from which he could glimpse the distant lights of the city he had seen grow from a tiny settlement to metropolitan stature. The road built by the energetic mountaineer was narrow, grades were steep, and some of the curves were sharp, but it was not unsafe for careful drivers, and when the ex-printer charged fifty cents toll from each automobilist, the revenue was considerable. Most of what he took in was used improving or extending the road up the mountainside.

As Spokane grew in size, the value of the near-by mountain as a recreational area became more evident. From the summit of the mountain one can view a wide area of the Inland Empire, including fourteen lakes, described by an enthusiastic sightseer as "opal-escient jewels in a fairyland of green." For skiers the great bald pate of the mountain provides slopes of various degrees of difficulty ranging up to the downhill ski run, "Teakettle Trail," which has a descent of 2,600 feet in 1.6 miles ("work for champions").

Among those who traveled over Cook's road to the rarefied atmosphere of the mountaintop were a number of Spokane people who



believed the mountain should be secured for the enjoyment of all the people and, incidentally, as a "tourist lure." Approaching seventy and in failing health, Francis Cook was willing to sell his mountain domain for park purposes. But there was a difficulty: the city of Spokane could not buy land beyond its limits. The county could not legally hold title to a mountain. The state had no funds with which to buy additional parkland. But the county *could* buy a highway, so the Spokane county commissioners paid the ex-printer his full asking price of \$32,000 for his mountain road and, without further compensation, he deeded his 320 acres of mountain terrain to L. M. Davenport, one of several citizens interested in the project, to hold in trust until the development of the property could be planned and financed.

The hotel man held this deed for seven years. During that period, in between his battles for good roads, Frank Guilbert worked diligently to increase the land available for a sky-high park. First securing options on different tracts, he then solicited contributions to take them up. The purchase of Mount Kit Carson, standing shoulder high to Mount Spokane at an elevation of 5,200 feet, was financed by contributions from R. B. Paterson, merchant; August Paulsen, mining man; and W. H. Cowles. Through sustained effort over a period of years, Guilbert increased the area available for a mountain park to 2,600 acres. In 1927 the Washington State Park Department agreed to take over this property and establish the Mount Spokane State Park. W. H. Cowles bought an additional 180 acres for the park as a testimonial to Frank W. Guilbert, in appreciation of his work in promoting and developing good roads for the state of Washington and the Northwest. While Guilbert still lived, this tribute was embodied in a bronze marker erected in one of the most beautiful spots along the highway leading to the mountaintop.

Much has been done to add to the recreational value of the area. The road to the mountaintop has been widened, dangerous curves eliminated, the surface covered with crushed rock. A new road was constructed to connect with the "Deadman Creek" road on the eastern slope, thus making it possible for an automobilist to drive up one side of the mountain and down the other.

The State Park Board built a vista house of native granite on the summit of Mount Spokane. Near-by, on the summit, is the terminal building of a ski lift which extends more than half a mile down the east slope. This lift was built and is operated under a franchise from the park board of the state of Washington. It is a nonprofit self-liquidating project for the benefit of the skiing public. For the public also, near the site of Cook's old cabin, the state has built Mount Spokane Lodge of peeled tamarack logs, rising out of a cement foundation. Obtainable here are food and sleeping quarters. By arrangement with the caretaker, meals are served to good-sized groups in a dining hall on the west side. Convenient to this lodge on the south slope of the mountain is a public ski run with two tows, one gas and one electric. Cabins have been built at strategic points by three different clubs of skiers: the Spokane Mountaineers, Spokane Ski Club and the Selkirk Club. Each has its own ski run and a private ski tow or two. There is a tow for child skiers near the base of the mountain.

The skiing clubs and other groups have formed the Mount Spokane Association to carry on a consistent program of development. Donations and purchases of land have brought the area in the mountain park to a total of 22,000 acres—34.3 square miles. There were many contributors. They have included such diverse groups as Spokane women's clubs, the Northern Pacific Railway, various lumber companies, and the Athletic Round Table.

Many of the younger generation have taken an interest not only in using the mountain park for recreation but in extending its boundaries and increasing its facilities. Active among this group was Cheney Cowles, younger son of the publisher of *The Spokesman-Review*. For his work in developing the Mount Spokane State Park Cheney Cowles received, in 1937, from the Spokane Junior Chamber of Commerce, its distinguished service award. This award is given annually to the young man considered to have done the most for Spokane during the preceding year.

The mountain playground and much of the scenic river drive, with adjacent riverbank picnic areas, are a part of Washington's far-flung state park system, but within its own city boundaries Spo-

kane has a per capita park area greater than any city of comparable size in the United States. Much has been left undone that might be done. For example, there is still the development of the Spokane River downstream for boating and bathing and the beautifying of the great river gorge in the city's heart, as the landscape architects recommended forty years ago.

Mrs. Aubrey White (Ethelyn Binkley) tells the following story about her late husband: During his last illness, he had a strange dream one night, a dream so vivid that he was stirred with excitement as he told it to his wife. As dreams do, it had given reality to preposterous circumstances: In ancient Rome a group of influential citizens had set aside a great fortune to accumulate down the centuries for the use of a man who would be born some two thousand years later in a then undiscovered country. That man was none other than Aubrey White, who thus suddenly found himself in the Davenport Hotel lobby in the midst of vast riches of gold and precious stones, all his to do with as he pleased. Now, at last, he thought, he could do the things he'd long wanted to do to make Spokane more beautiful. . . .

Then he woke up.

Much that "Spokane's civic horse trader" had hoped to do was not realized in his lifetime and may never come to pass. But all in all, Spokane has been lucky. It grew so fast that it had only a short time in which to save irreplaceable beauty spots. The city's great good fortune lay in the fact that among those who settled here there were many who came from communities that were old when Spokane was still a toddler among cities. Thus, ideas of community building, developed over a long period of time in the East, Middle West, or South, were transported to the booming frontier town west of the Rockies and there took root and flourished.

## CHAPTER XIV

### City Versus Railways

*How Spokane Fought for Forty-nine Years to Get and Retain Freight Rates As Low As Rates to Coast Cities—Spokane's Deal with Jim Hill in 1892 and What Came of It—A 32,918-Word News Dispatch to The Spokesman-Review—The Battle Won, Spokane Comes Into Its Own as an Important Wholesale and Manufacturing Center.*

EARLY ON SATURDAY MORNING, September 5, 1891, the west-bound train on the Northern Pacific Railway dropped a handsome "Soo" palace car, bearing the mystic symbol "999" on the outside, at its depot in Spokane.

Nearly everybody in town was on the *qui vive*, especially when it became known that "999" was occupied by the famous James J. Hill, president of the Great Northern Railway. Mr. Hill breakfasted in the car with his traveling companions, Chief Engineer Beckler and an unidentified gentleman and lady.

Carriages had been sent for while the breakfast was in progress and the railroad president and engineer started over the dusty road for the Great Northern camp of engineers near Mead, north of the city. When they returned to town in the afternoon, a reporter for *The Spokesman* called on Mr. Hill, finding him seated in an easy chair near a table on which were some tempting grapes and oranges.

"Mr. Hill is about medium height," the reporter wrote, "bald, wears his whiskers in a manner that proclaims his Canadian nationality, and draws his mouth up in a half smile after each sentence as much as to say 'You see what I mean.' He gesticulates a good deal while talking. He wore a suit of light grey Cheviot tweed and seemed thoroughly the man of business."

"I can say nothing definite at this time," he said, "any further than that the Great Northern is certainly coming to town. At present I have a corps

of engineers making a preliminary survey to this city. They should get to Spokane by Wednesday or Thursday of next week. I must have 1½ per cent grade to run my main line to Spokane. The first corps of engineers only found a 2 per cent grade. I discharged them and sent a new party in the field.

“I took a birds-eye-view of your town as I drove through, and I believe it is going to be a very big city,” he said, expressing the opinion that eventually Spokane would be a “second Minneapolis.”

“I propose to run a road from the Mississippi valley to the Pacific coast that can carry freight 20 per cent cheaper than any of the existing lines,” he said. “You have in Washington three great products that a railroad can calculate on for freight: first, your timber (a smile), second, your grain (another smile), and your mineral (another smile).”

Nine days later the Great Northern’s president made another visit to Spokane, staying in the city about four hours between trains. The citizens turned out in force to hear the great man. While the crowd of several hundred was gathering at the Spokane Hotel, Jim Hill watched the face of each fresh arrival intently as he sat sidewise in his chair, the better to see everyone.

Received with enthusiastic applause, he told his audience, “I do not want to build a spur to Spokane. (Great applause.) I am willing to pay a good big bill to come through your city, but to go out of our way means that every train that passes over the road will have to make that extra ten miles.” After a pause he continued, “I ordered our chief engineer to fully study the question of coming to this city no matter what the cost. . . . As soon as he does I will be with you again and will sit up with you all night. (Great applause.) I shall want some of you to help me then. I want to get to your business center.” Evidently, he already was planning to ask for a free right of way through the city.

But Jim Hill’s reference to lower freight rates had a good sound to Spokane people. The city had never had as favorable rates as points on the other side of the Cascade Mountains. For example: for the coal oil used to light Western homes the rate from New York to Spokane was two dollars, to Tacoma, ninety cents. The excuse: “Tacoma is a terminal point.”

Hope for relief from the discriminatory rates came in 1887 when Congress passed the Interstate Commerce Act. The law decreed

that no undue or unreasonable preference be given to any particular locality or any particular kind of commodity. *It prohibited the charging of higher rates for a short distance than for a longer distance when the short distance was included in the former, unless under exceptional circumstances, and with the authority of the commission established by the act.*

This fourth section of the Interstate Commerce Act became the target for the railroads' heaviest artillery. They found a loophole in the phrase, "unless under exceptional circumstances." An example of such "exceptional circumstances," they held, was competition with ships that carried freight around the Horn from the Atlantic to the Pacific seaboard—water competition. This view was upheld by Judge Mathew P. Deady of the Federal court at Portland.

Spokane shippers filed a complaint against the Northern Pacific Railway in June, 1889. The great fire occurred a few days before the time for the commission to meet and the case was dropped. Two years later a new complaint was prepared. Four members of the Interstate Commerce Commission came to Spokane to conduct public hearings from May 27 to 30, 1891, to hear the case of the Merchants Protective Union of Spokane against the Northern Pacific Railway Co. That railroad sent traffic officials and its ablest attorneys to argue the case. The Union Pacific Railroad Company was also represented.

Attorneys for the "sapling city" gave many examples of discrimination against Spokane. Typical of rates which favored Coast cities were the following:

Writing paper: Spokane, \$2.00, Coast \$1.17; glassware: Spokane, \$1.75, Coast, 99 cents; steel rails: Spokane, \$1.81, Coast, 81 cents.

Judge George Turner, for Spokane, got to the heart of the city's complaint in these words: "*In approaching Missoula the freight rates grow less, then increase on the way to Spokane, and decrease again to Portland, enabling that city to job in this city.*" He attacked the claims of the railroads that the terminal rates were based on water competition. He pointed out that much of the merchandise shipped to the coast was not suitable for water traffic. He also men-

tioned that but eight vessels entered Portland from the Atlantic coast from July, 1889, to July, 1890.

Representing the Union Pacific Railroad was the renowned orator, Judge John M. Thurston, who had nominated Benjamin Harrison at the Republican convention in Chicago. He was later a senator from Nebraska.

According to the *Review* "Judge Thurston's baritone voice was immense as he plied question after question to the several witnesses regarding the 'around the Horn route' but his dream of the Southern cross guiding the merchandise of the Atlantic seaboard around the Southern Horn was nothing more than a mirage, an out-of-date scheme and not a color of pay in it."

This hearing added to public interest in Jim Hill's visit to Spokane three months later. Great importance was attached to the rate-making policy that would be adopted by the Great Northern when it reached the city. While the commission deliberated on this case, the Great Northern pushed construction westward.

On February 8, 1892, still with no decision from the Interstate Commerce Commission, Jim Hill was back to make definite arrangements for a right of way through Spokane. He looked the town over, consulted with its leaders, was interviewed.

Of the Great Northern's plans, he said: "I shall be satisfied to have a line reaching from the east westward like a huge rake. Our main line will be the rake handle. One section of the rake head will stretch northward to the Fraser river and the other south to the Columbia river. Here and there will be short feeder or branch lines, which will be the teeth of the rake to gather in material to the main line."

The evening of February 11, 1892, Jim Hill spoke at the Auditorium theatre, from the same stage where Sarah Bernhardt had appeared a few months before in *La Tosca* and where Richard Mansfield was to star the following June in *Beau Brummell*.

Fifty years later it was still being stated that "Jim Hill promised Spokane terminal rates, then welched on his agreement." It is interesting to note from the newspapers of February 12, 1892, what he actually said. The *Review*, the *Chronicle*, and *The Spokesman* were

keen rivals and separately managed. Each gave a full report of Jim Hill's speech. The part touching on rates was short and was quoted in *The Spokesman* as follows:

"You cannot make a great distributing point of Spokane unless you have facilities equal to or better than those possessed by its competitors. (Applause.) We should feel that we were not doing what was for our own best interests if we did not put every business man here in a position where he could meet the competition of any rival to the west or to the south. (Great applause.)

"Now what we ask of Spokane is that the right of way through Spokane shall not cost us anything."

That also, with slight verbal changes, is what the *Review* and *Chronicle* quoted Hill as saying. However, the *Review* was not satisfied by the assurances given by the Great Northern's president. Its editorial comment was:

At saying one thing and conveying another Mr. Hill is adept. A great many people who heard him speak Thursday night went away with the impression that he promised Spokane terminal rates. He did nothing of the sort. He promised no more than the managers of the Union and Northern Pacific can claim that they are doing already—"backing the country through which they run and giving the merchants rates at which they can compete with merchants of the tidewater cities." There are degrees of competition. It would be interesting to know what degree Mr. Hill had in mind when he made his speech at the Auditorium. It is well to call attention to these matters in time, so that there may be no disappointment and bitterness if Mr. Hill should fail to give us terminal rates. One thing, though, may be depended upon. If he finds it to the interest of his road to give Spokane terminal rates we shall get them; otherwise not.

*The Spokesman* severely criticized its rival, the *Review*, for this "slur," saying that it aroused indignation and that "it took three hours for one of the local managers of the paper to explain that inasmuch as the editorial was telegraphed from Portland, the Spokane employees should not be too severely censured." If this prophetic editorial was, in fact, written in Portland and telegraphed to Spokane, its author presumably was Harvey Scott, then controlling the *Review's* editorial policy.

When Jim Hill, in later years, was accused of breaking his word, mention was not made of the fact that the Great Northern Railway's agreement with Spokane businessmen was put into writing.



This written agreement bound Spokane people to provide a free right of way through the city. What the Great Northern promised in writing is contained in the following paragraph:

“In consideration of the undertakings and promises of the undersigned residents and property owners of said city, the railroad company will locate and construct its said line of railway through the said city, on the right-of-way herein mentioned, and will also locate shops at some convenient point in or adjacent to the said city.”

Spokane provided the free right of way; Jim Hill lived up to his part of the written agreement. On May 28, 1892, the first Great Northern train (a streetcar) arrived in Spokane. Spokane also got the Great Northern shops, located at Hillyard, later annexed to Spokane. But freight rates on shipments over the new line were just as high as the rates charged by the older railways. Spokane businessmen began to realize the unpalatable truth that there was to be no voluntary reduction. Their doubts were confirmed when Jim Hill visited Spokane in June, 1892. He said: “When I was here before, I promised that Spokane should have rates which would enable her to compete for business with any city west or south of her. By that I meant that she should be put in a position to do business of the territory rightfully tributary to her. I stand by that pledge, and it will be redeemed at the proper time. Rate wars are things to be avoided. They do nobody any good. The inevitable result is that the companies get together and agree on a readjustment. Now I believe in adjusting things in a friendly way.”

In another interview, the Great Northern president said: “A number of gentlemen, representing, I think, the Chamber of Commerce, waited on me last evening, and attempted to force me to make a reduction of rates at this time, saying that the right of way had been secured for our road under a promise of terminal rates. I never made any such promise, nor did I intend that anyone should put such a construction on my words.”

However, Spokane businessmen generally believed that Jim Hill had played them for suckers. His shrewd deal, although it brought him a free right of way through the city, also brought him hostility and suspicion for the rest of his life, in place of friendship and confi-

dence. Even though Hill kept the letter of his pledge, still the discrimination against Spokane remained as a galling injustice which Spokane leaders fought to the last ditch.

The Great Northern continued to build westward. The last rail to Everett, on Puget Sound, was in place January 5, 1893, with only thirty-three miles to go to reach Seattle. A little over a month before this date, November 29, 1892, the Interstate Commerce Commission held that water competition warranted higher rates to Spokane than to coast cities. There was some consolation in the fact that the railroads were ordered to stop charging rates from eastern points to Spokane, which materially exceeded 82 per cent of the rates then in effect, but even this minor concession was ignored by the railroads.

While the decision was being debated in the courts, Spokane shippers tried a new line of attack. The Northern Pacific Railway, declared bankrupt August 15, 1893, was in receivership. The Spokane shippers presented a list of the rates they regarded as unjust to Federal Judge Hanford. In September, 1894, a court order directed the receiver to make answer. A master in chancery was appointed to decide the case.

After a year and a half of waiting without a decision the impatient shippers formed the Spokane Freight Association, raised \$5,700 to finance an alternative plan already tried out by a liquor wholesaler. When merchandise arrived from the East, the addressee offered the freight agent terminal rates. Refused, the shipper started replevin proceedings, thus getting the goods and keeping the money while the case was tried. Courts ruled that shippers must pay the freight charges in full.

The decision in the case against the Northern Pacific receiver was equally disappointing. The master in chancery ruled decisively in favor of the railroad. A month later, Spokane received still another blow, this one a knockout: on May 24, 1897, the United States Supreme Court decided that the Interstate Commerce Commission had no power to fix freight rates. As a result the original discrimination against Spokane was restored.

A new personality entered the fight in 1903. Johnston B. Campbell, a young Minnesota-trained lawyer with a gruff exterior, serious

mind, and a passion for square dealing, came to the city and founded the Spokane Merchants Association. He himself was bookkeeper, stenographer, attorney, and office boy. At first he concentrated on bankruptcies and collections. In 1906 he joined forces with H. M. Stephens, city attorney, in fighting the rate case. As the years went on he was drawn more and more deeply into the rate fight and in 1912 took charge of the case as counsel for the merchants. Soon he was representing associations of shippers in Reno, Salt Lake City, and other intermountain cities.

In 1904 a group of leading Spokane shippers tried out a weapon long considered but so far discarded in favor of more conventional methods—boycott. Firms that paid the railroads \$750,000 yearly in freight charges signed a stiffly worded agreement setting forth rates they deemed fair. They stated flatly that the Oregon Railway & Navigation Company (the railroad held least to blame for Spokane's rate troubles) would get all their business until acceptable rates were put into effect.

This boycott, aimed against Jim Hill and his northern lines, resulted in swift action. A conference was called in Chicago. Railroad officials and jobbers of Spokane and the coast cities talked things over. Out of the conference came a new schedule of carload rates, rates that would enable Spokane jobbers to undersell coast jobbers in a territory about one hundred miles in extent to the east and south of the city, and including the rich Palouse wheat country north of the Snake River. Spokane seemed to be getting somewhere at last!

Later, Spokane shippers claimed that the railroads failed to live up to their bargain. Appeased for the moment and while they tried out the new scheme, there was a favorable development in the nation's capital. In its issue of December 6, 1905, *The Spokesman-Review* devoted three full pages and two columns of space to President Theodore Roosevelt's message to Congress. President Roosevelt strongly recommended that the Interstate Commerce Commission be given power to fix rates, and on June 29, 1906, Congress gave the commission this power by passing the Hepburn Act.

Spokane filed a complaint under the new law, against the North-

ern Pacific Railway Co., the Great Northern Railway Company, the Union Pacific Railroad Company, the Oregon Railway & Navigation Company, and the Spokane Falls and Northern Railway Company. The first four formed through lines of railway between the Missouri River and Spokane. The last named connected with the Canadian Pacific Railway, thus affording a possible route from Spokane to eastern destinations.

Attorneys for the complainants from Spokane were Alex. M. Winston, H. M. Stephens, Lawrence Hamblen, Frank Allen, R. M. Barnhart, and J. M. Geraghty. Also representing Spokane and said to be serving without pay was Brooks Adams, of Boston, descendant of two Presidents, John Adams and John Quincy Adams, and son of Charles Francis Adams, who had been our minister to England during the Civil War.

The railroads said they could not afford to reduce rates to Spokane. To disprove this claim, Brooks Adams proved that the railroads had, in fact, taken huge sums from their properties. The total receipts of the Great Northern Railway, from 1890 through 1906, were shown to be \$458,175,877. Interest return on the Great Northern's capital stock in 1906 was 152.46 per cent. The annual return had never been less than 4.95 per cent and had been as high as 240.14 per cent in 1898.

Great numbers of expense bills showing the cost of actual shipments were introduced. Example:

The railroads would haul a carload of steel 2,591 miles from Cleveland to Puget Sound for \$180 when the steel was destined for Japan or China, but would charge \$585 to haul an equal amount of steel from Pittsburgh to Spokane for use in erecting an office building or factory.

While the commission deliberated, President Theodore Roosevelt was drawn into the contest by the publisher of *The Spokesman-Review*. On March 12, 1908, W. H. Cowles wrote the President, enclosing an editorial from *The Spokesman-Review*. He gave striking examples of the discrimination against Spokane and concluded with the statement: "I apologize for writing so at length, but I wanted to add my testimony as to the absolute necessity for an Interstate Com-

merce Commission with the fullest power. On the Pacific Coast, the railroads are much bolder and more domineering than in the East. Without state and national commissions, the public would be at their mercy.”

*The Spokesman-Review's* publisher wrote the President again on March 20, 1908, as follows:

In line with my recent letter regarding the Spokane freight rate case before the Interstate Commerce Commission and the plea of the lines controlled by Jim Hill that the present condition of business will not permit of any reduction in the Spokane freight rates from the East, I enclose a brief article, reprinted from the Wall Street Journal, showing the enormous increase in profits made by the Northern Pacific in the last few months.

In the last eight months, the Northern Pacific has earned a total of \$49,000,000, which is nearly \$5,000,000 or 11% more than in the corresponding eight months a year ago.

This second letter crossed one from the President, dated March 18, 1908. In this Theodore Roosevelt replied:

I have received your recent letter. As for the Spokane case, I do not know just what to say to you about it except that I believe that there is in the Interstate Commerce Commission a strong feeling—and I think, fundamentally a sound feeling of caution about taking action just at this moment that will serve as an excuse for a reduction of wages. I do not know whether this applies to their feeling in your case. I know it applies to their feeling in the southeastern cases.

In his reply W. H. Cowles again referred to the Spokane freight-rate case as follows:

It is evident from the report of the Interstate Commerce Commission recently issued that the members of that commission are convinced that the business of the railroads in the Pacific Northwest recently has been more profitable than ever before. I do not see how the railroads could give as a reason for reducing wages a decision favorable to Spokane in its suit for just rates. I enclose a short clipping published this week illustrating the absurdity of the situation in Spokane.

The commission handed down a decision on February 9, 1909. On the point of earnings the commission declared:

Upon an examination of the histories of these properties, the cost of reproducing them at the present time, the original cost of construction, the present capitalization, and the manner in which that capitalization has

been made: *Held, that the earnings of both the Great Northern and the Northern Pacific in recent years have been excessive.*

Rates regarded as reasonable were named, with the reduction on thirty-four different commodities to become effective May 1, 1909. The door was left open for further hearings and the railroads and the Spokane shippers submitted schedules. They were far apart. To support their demands, a joint committee of the Spokane Chamber of Commerce and the Spokane Merchants Association sent a delegation to Washington, made up of men who had been at the front of the rate fight for years. It included A. W. Doland, head of the Spokane Drug Co.; J. A. Schiller, secretary of D. Holzman & Co., wholesale liquor dealers; O. C. Jensen, president of Jensen-King-Byrd Co., hardware distributors; H. D. Trunkey, McClintock, Trunkey Co., wholesale grocers; F. E. Goodall, president of the White House Company, dry-goods distributors; R. B. Paterson, president of the Spokane Dry Goods Company, and W. H. Cowles, publisher of *The Spokesman-Review*.

Further hearings were held in the fall. After that, both sides filed elaborate briefs.

And now history repeated itself. Early in 1910, while the Interstate Commerce Commission considered Spokane's latest rate case, two railroad companies filed franchise applications. They were the North Coast Railway and the Chicago, Milwaukee & Puget Sound Railway (as it was then called). Spokane businessmen remembered only too well how they had lost out in their deal with Jim Hill in 1892. This time the agreement must be in writing! Spokane's city council unanimously adopted a resolution that no further step would be taken on the franchise applications until the companies had signed an agreement to grant terminal rates.

Many influential citizens thought it wiser to admit the new roads and thus get the benefits of large expenditure and development of new territory. While the fight for relief through legal channels was continued *The Spokesman-Review* strongly supported the city council in its ultimatum. However, the Spokane Chamber of Commerce passed a resolution asking the council to reconsider its action. The *Inland Herald*, then trying to get a foothold in Spokane and bitterly

hostile to the rival morning daily, ran a banner head across seven columns of its front page:

SPOKESMAN-REVIEW DEFEATED BY VOTE  
OF 333 TO 67 IN CHAMBER OF COMMERCE

A few days later President Earling of the Chicago, Milwaukee & Puget Sound Railway told a citizens' committee coldly: "I shall issue an order tomorrow ordering all construction work in the Spokane territory stopped. It is impossible for us to accept any franchise from the city with a terminal rate clause in it; we could not accept it if we wanted to." The following day the North Coast ordered all construction work stopped on its Spokane branch. Ten thousand people signed a petition asking the council to reconsider its action. Other petitions urged the council to submit the issue to the voters. The city council backed water and granted the franchise. Mayor N. S. Pratt signed the North Coast and Milwaukee railroad franchises the afternoon of June 21, 1910.

Before the month was over two developments seemed to show that those who relied on legal measures for relief were justified in their faith, though in fact the fight was far from being won. On June 18, 1910, Congress amended the fourth section of the Interstate Commerce Act, striking out the "weasel" words, "under similar circumstances and conditions." Other changes further strengthened the law. On June 29, 1910, the Interstate Commerce Commission handed down a tentative decision naming rates which would give Spokane shippers a saving of some 25 per cent. While the lower rates were not ordered into immediate effect, the commission directed the railroads to keep an account for three months of receipts and expenditures, both under the old schedule and the new, as a test. If, by October 1, 1910, the new schedule should be found fair and reasonable it would become effective.

By order of W. H. Cowles, the entire text of the decision, 32,918 words, largely mathematical matter, was transmitted to *The Spokesman-Review* by telegraph from Washington, D.C. By three o'clock on the morning of June 30, 1910, the complete list of rates, as reduced by the commission on all classes of westbound freight,

was delivered by wire to *The Spokesman-Review*. The commodity list made a total of 23,798 tabulated figures, and its transmission across the country set a new record in sending and receiving mathematical matter by telegraph. Every detail of the case was demanded by wire of *The Spokesman-Review's* Washington correspondent, who immediately filed the printed rate lists in the Western Union and Postal Telegraph offices at Washington. Reaching Chicago over a wilderness of wires the information was sent by direct wire to Omaha; from there south through Colorado, New Mexico, Arizona, California, Oregon and Washington—a wire distance of 6,500 miles.

The Postal's special Southwest wire, used by *The Spokesman-Review* for the smaller portion of the report, was the longest ever used for a comparable message up to that time. Five expert operators in Chicago and two in Spokane attended to the formidable task of transmitting, receiving, and grouping the huge mass of words and figures dealing with the shipping points, destinations, commodities, and rates.

The new schedules were printed in *The Spokesman-Review* in a series of articles from June 30 to July 4, 1910.

Congress amended the long-and-short-haul clause this same summer but the amendment did not become effective until February, 1911, and the Interstate Commerce Commission thought it wise to consider the amended law in connection with its final decision in the Spokane case.

The decision, decidedly favorable to Spokane and other interior points, was made public July 24, 1911. The commissioners divided the United States into five zones. Recognizing the effect of water competition, the commissioners permitted the railroads to make rates from Atlantic coast to intermountain points as much as 25 per cent higher than rates to Pacific coast ports. However, the extra charge was reduced proportionately as the distance from the Atlantic coast increased. From St. Paul and the Missouri River the commissioners prohibited lower rates to the coast than to intermediate points.

This was what Spokane had been fighting for since 1889! No other event in the colorful history of the city meant quite so much



in so many ways, and Spokane celebrated. Starting early in the forenoon of Tuesday, July 25, bells rang, whistles blew, stores closed, and factories called a recess. In the middle of the forenoon thousands of wildly enthusiastic men, women, and children marched in a parade through downtown Spokane. That night red lights burned from the tops of tall buildings; blasts of dynamite were set off on Summit Boulevard north of the river, and auto horns tooted. Hundreds danced in the streets or whistled and sang.

Spokane's jubilation was short-lived. Refusing to obey the orders of the commission, the railroads appealed to the Supreme Court of the United States.

Again rallying their forces, the Spokane Chamber of Commerce, on December 19, 1911, appointed a committee to continue the fight. At that time the nation's highest court was behind in its work. Not until June 22, 1914, did Chief Justice White deliver the opinion of the court. The decision of the Interstate Commerce Commission three years before was sustained; the order for reduced rates to interior points was to become effective in October, 1914.

A hollow victory! Conditions had radically changed in the three years since the high court had received the Spokane rate case. The new factor was the building of the Panama Canal. It had taken Colonel George Goethals less time to push that tremendous project to completion than it had taken the Supreme Court to pass on the Spokane rate case! The Panama Canal was opened to traffic in August, 1914, two months before the decision in favor of Spokane and other intermountain cities. Ships from the Atlantic ports could now reach the Pacific coast in twenty days or less. As never before, water competition loomed big in rate making. *In view of this fact, the Interstate Commerce Commission again permitted the rail carriers to charge lower rates to ports on the West Coast than to intermountain points, on many commodities.*

The forces of the Spokane Merchants Association were strengthened January 1, 1915, by adding twenty-five-year-old Clarence O. Bergan to the office personnel. Bergan had learned not a little about railway rates and methods working for the Great Northern in St. Paul. A traffic bureau was set up to handle rates and routings of the

thousands of carloads of merchandise moving annually from Spokane. Bergan was made manager, his specialized knowledge and flair for statistics supplementing the efforts of Johnston Campbell in the struggle with the carriers.

In after years the former St. Paul man was a moving spirit in a group which met informally each Monday at luncheon to discuss Spokane's rate fight; he liked to call it the "liver and onions club." The publisher of *The Spokesman-Review* attended these luncheons regularly.

Again the pendulum of events swung in Spokane's direction. In September, 1915, Johnston B. Campbell read the news that a slide had obstructed traffic through the Panama Canal. Hurriedly packing a bag, he took the next train to Washington to ask the Interstate Commerce Commission to reopen Spokane's case. The Canal was cleared in about six months but, due to the demand for ships to transport war supplies to Europe, traffic through the Canal had, in large part, disappeared. The commission concluded that there would be little effective water competition during 1916 and "perhaps for a considerable period thereafter." Rates were again adjusted in Spokane's favor, effective September 1, 1916.

On September 9, 1916, the Spokane Merchants Association filed another petition with the Interstate Commerce Commission. In this it stated that, since April 5, 1916, there had been *no water competition whatever between the Atlantic and Pacific coasts of the United States*; and petitioned for a further lowering of rates in consequence. The railroads strongly opposed additional concessions to Spokane and were backed by representatives of the Pacific coast cities. The commission found that water competition was, in fact, negligible and ruled that: "Rates on commodities from eastern defined territories to Pacific coast terminals lower than the rates on like traffic to intermediate points were not justified under existing circumstances." The railroads were required to readjust their rates. It was stipulated, however, that the readjustment was to continue only until commerce again moved through the Canal. The order was effective October 15, 1917. The railroads complied, partly by reducing rates to interior cities and partly by increasing the coast terminal

rates. On December 27, 1917, the railroads were taken over by the United States government as a war measure.

While the railroads still were under government control, March 15, 1918, the Interstate Commerce Commission held the railroads were not justified in charging more for a short haul than for a long haul on transcontinental business. From that date on, Spokane has had terminal rates. Extra charges on shipments from Spokane to outside points were also removed. On many items Spokane now had, and has continued to have, lower rates than cities beyond the Cascade Mountains.

C. O. Bergan summed up the results:

The new territory thus freed from traffic restriction comprises 165,644 square miles. It is more than double the area of all the New England states. It extends from the 49th parallel on the North to the 42nd on the South. It is 540 miles in extreme length and varies in width from 80 to 280 miles. Shaped like a gigantic horn of plenty, with the apex at the International boundary, it swells in size until the width of a whole state and part of another are included at its mouth.

The saving to the Inland Empire amounts to over \$3,000,000 annually.

Terminal rates on all westbound traffic spell an increase in the jobbing territory to the city of Spokane 150 miles to the West and South with varying increases in other directions.

Furthermore, Spokane, under the discriminatory rates could not secure new industries. Industries seeking locations would invariably go to Pacific coast terminals on account of the rate situation as then existing at Spokane. Spokane now has as good a chance as coast cities to secure new industries.

Developments proved the soundness of this statement. At last Spokane could cash in on the fact that from this vantage point traffic can be distributed over a vast area with practically a water grade in all directions. In 1939, according to the United States census, Spokane had 299 wholesale and jobbing establishments. Their net sales were \$76,081,000. They had 3,153 employees, a pay roll of \$5,098,000. Corresponding figures for 36 Inland Empire counties (including Spokane County) were: 1,526 establishments; net sales in 1939, \$209,764,000; employees, 10,073; pay roll, \$12,819,000.

The lowered rates gave a big push to the meat-packing business, foundries, confectionery firms, sash and door factories, and manufacturing establishments of many kinds.

Above all, terminal rates put Spokane and the Inland Empire in a position to benefit fully, a quarter of a century later, from the Niagaras of cheap power from Grand Coulee Dam.

These gains were made surer when Congress returned the railroads to private ownership in the transportation act of February 28, 1920. In this act, Section Four of the Interstate Commerce Act was strengthened in two ways. (1) It provided that even should the commission find in a special case that a higher charge might be made for a shorter haul than for a longer haul, nevertheless, this charge should not be permitted *unless the charge for the longer haul was reasonably compensatory for the service performed*. (2) It forbade the railroads to grant lower rates for longer than for shorter hauls on account of merely *potential water competition*.

Owing to the destruction of ocean-going ships during the first World War, the return of intercoastal steamships into service between Atlantic and Pacific ports was slow, but by 1920 the railroads were again feeling the effect of water competition. They started the fourth decade of Spokane's rate fight by asking permission to lower rates to coast points while leaving interior rates unchanged. After hearings extending over two years, the Interstate Commerce Commission denied this application with a few exceptions. Now the Interstate Commerce Commission included a member more than friendly to Spokane—none other than Johnston B. Campbell, a leader in the freight-rate fight for many years. Appointed to the commission in 1921, he was its chairman from 1928 to 1930, when he resigned. In April, 1923, the railroads asked for permission to reduce rates to Pacific coast terminals on forty-seven major commodities without corresponding cuts to inland destinations. Their petition was strongly opposed by the Intermediate Rate Association representing Spokane and other intermountain cities. On March 1, 1926, the commission again decided in favor of Spokane and other interior cities.

Repeated decisions against them convinced the railroads they were up against a stone wall in Section Four of the Interstate Commerce Act, as amended and strengthened in 1920. But as another way of canceling the victories won by Spokane and other interior

cities, various bills were introduced into Congress (over a period of four or five years) to amend the long-and-short-haul clause.

Most deadly of all was a bill to eliminate the long-and-short-haul clause entirely from Section Four of the Interstate Commerce Act. This bill was introduced into the House of Representatives on February 19, 1934, by Samuel B. Pettengill, of Indiana, and passed the House. Allowed to die, it was again introduced in the next session of Congress and Spokane business leaders knew they were facing a grave emergency when it passed the House by the whopping majority of 215 to 41. There was real danger that it would pass the Senate. If it did, Spokane would lose all of its hard-won gains. Powerful interests got behind the movement to repeal the law which had given Spokane relief and was the city's sole resource against the railroads' determination to favor Pacific coast terminals.

A presidential committee, appointed to draft a plan to get the railroads back on their feet, recommended repeal of the long-and-short-haul law. Presidents of many big railroads sent telegrams urging passage of the bill. The National Industrial Traffic League, a national organization composed of individual shippers, firms, corporations, and commercial organizations representative of shippers, set up an office in Chicago and distributed literature urging that the long-and-short-haul law be repealed. Throughout a period of twenty-three years this organization had combated every effort to enact a rigid long-and-short-haul rule.

Labor joined hands with capital in fighting Spokane and other inland cities. Railroad employees persuaded prominent citizens to write their senators in behalf of the Pettengill bill. Appearing personally in behalf of the Pettengill bill were various high-ranking representatives of railroad labor, including George M. Harrison of the Railroad Labor Executives Association representing substantially all of the one million railway employees of the country. Other powerful organizations supported the bill, including the Associated Industries of Massachusetts and the chambers of commerce of Seattle and Tacoma.

*The Spokesman-Review* gave big space to the new threat to Spokane's welfare. The people of Spokane and other intermountain cities rallied their forces to meet the emergency. Employees of more

than one hundred large firms in Spokane sent letters voicing opposition to the Pettengill bill. In its news columns and through scores of special articles and editorials, *The Spokesman-Review* again showed by facts and figures the heavy handicap under which the city labored until the long-and-short-haul law became effective. *The Spokesman-Review* ran a series of articles by United States Senator Henrik Shipstead (Farmer-Labor party), of Minnesota, in opposition to the Pettengill bill.

W. H. Cowles initiated and personally supervised the preparation of a series of striking cartoons in color, drawn by Lang Armstrong, *Spokesman-Review* artist, attacking the proposed law. Copies were mailed at intervals to congressmen by the Intermediate Rate Association representing ten Western states.

Two veterans of the rate fight, James A. Ford, secretary of the Spokane Chamber of Commerce, and Johnston B. Campbell, representing Spokane and other interior communities, went to Washington to carry on the struggle at close range.

Senator Burton K. Wheeler, of Montana, chairman of the Senate Committee on Interstate Commerce, assured the Spokane representatives all the time they needed to present their case. In meetings held by the committee in May, 1936, the story of the rate fight back to 1889 was put in the record. Many examples of discrimination against Spokane were presented to the committee. Campbell pointed out that practices in rate making long enforced in the West were not followed in the East. He told the Senate committee:

There is not a railroad in the United States today that dares even to suggest such a rate structure in the East as they applied in the West. I challenge them, I defy them, to say it was ever done. And I defy them ever to attempt it. There is not a man in Congress that would stand for it a moment. But we are weak out there in the intermountain country. That is why we feel this thing so much, because of our weakness, because we do not have the Congressmen there that they have in the East. We are applying here now to the United States Senate, where those weak states have as much power as do the states in the East, and it is our only salvation. We are appealing to you to protect us from the doing of this thing.

The steamship lines joined the interior cities in their fight. The Maritime Association of the Port of New York passed a strong reso-

lution against the Pettengill bill, holding that if it passed the steamship lines would be driven out of business by their more powerful rail competition. Unmasked, the intention of the railroads was shown to be not so much to meet water competition as to destroy it utterly.

Opposition to the Pettengill bill, embracing many interests and many areas, proved effective. Spokane business leaders heaved a sigh of relief when they read a special dispatch to *The Spokesman-Review*, from Washington, D.C., dated June 16, 1938, and stating:

“The Pettengill bill to emasculate and render ineffective the long-and-short-haul clause of the Interstate Commerce Act, failed to receive consideration in the Senate and died completely when the Senate adjourned tonight.”

Retired from politics, ex-Representative Pettengill later wrote a column of political comment which was a regular feature on the editorial page of *The Spokesman-Review*, until its author discontinued it.

Mr. Pettengill wrote in a letter to the present writer, dated March 2, 1948: “I well remember the strong opposition to my bill from Spokane, but it never made the slightest difference in my regard for you people because I recognize that every district is entitled to promote its own economic interest and Spokane thought my bill hurt that territory. I never felt it would, but, of course, I could not change the thinking of your people.”

While the Interstate Commerce Act was again amended in 1940, Spokane held its hard-won gains and has continued to hold them. As with the first war of the nations, World War II reduced traffic through the Panama Canal to a fraction of its peacetime volume. But at the same time the war speeded up the development of power from Grand Coulee Dam. With abundant cheap power, coupled with favorable freight rates, Spokane is coming into its own as a manufacturing as well as wholesale center. Already this city has realized Jim Hill's prediction that Spokane would become “another Minneapolis.” It is bigger now than Minneapolis was when the prediction was made.

In answer to a letter written in May, 1948, inquiring as to the railroads' current attitude on terminal freight rates for Spokane, the following statements were made by the men who were then the presidents of the four transcontinental railroads of the United States serving Spokane:

*F. J. Gavin, then president, and now chairman of the board, Great Northern Railway Company:* "It is most difficult to make long time commitments on any matter but it can be safely said that in the future, as in the past, the Great Northern Railway Company will be on the side of continued prosperity and greater growth for Spokane and the Inland Empire."

*C. E. Denney, president, Northern Pacific Railway Co.:* "What the conditions, competitive and otherwise will be in the future, no one presently can tell, and it is obvious that the railroads must necessarily then shape their course under the conditions as they may arise."

*C. H. Buford, president, Chicago, Milwaukee, St. Paul and Pacific Railroad Company:* "Our traffic department informs me that there are no changes contemplated in the existing rate relationship adjustment under present conditions and so long as those conditions continue there would be no necessity for any changes, but in that regard it is practically impossible to forecast what the requirements might be in the future and only the future can develop the answer to that situation."

*G. F. Ashby, at the time president, Union Pacific Railroad Company:* "With reference to your specific inquiry as to what is the present policy of the Union Pacific as regards terminal rates for Spokane: Presently, no Transcontinental rates to North Pacific Coast terminals lower than to Spokane are in contemplation, but as to the future no one can foresee what the conditions will be and those conditions must necessarily determine future action."

Spokane's battle against discriminatory freight rates continued with few interruptions for forty-nine years. To the publisher of *The Spokesman-Review* and to scores of businessmen with whom he worked it was a crusade, fought with religious fervor. *The Spokesman-Review* gave thorough news coverage to every development in the long contest. The news was supplemented with special articles, news stories, interviews, facts and figures, cartoons, and a stream of editorials.

Like all wars, Spokane's freight-rate contest cost money. W. H. Cowles was one of those who made substantial contributions to the war chest and who helped with the strategy in numberless war councils. This was just one of many campaigns conducted by *The*



*Spokesman-Review*, under the personal direction of W. H. Cowles, but unquestionably it was one of the greatest.

C. O. Bergan, now manager and secretary of the Spokane Merchants Association, says today that without favorable freight rates, Spokane never could have attained its present size and importance. To the question, "Could the railways still take terminal rates away from Spokane and the Inland Empire?" he answered emphatically, "No! I doubt whether they want to now; and if they did, so many strongly entrenched industrial plants, wholesale houses and other businesses have grown up in the intermountain West as a result of our 1918 victory as to present a solid and invulnerable front against any such move."

## CHAPTER XV

### Stoddard King

*After Graduation from Spokane's Old South High School, Poet Joins Spokesman-Review as Reporter in 1907—His First Column Called "On the Side"—While at Yale Writes Words of Great War Song, "There's a Long, Long Trail"—Becomes Associate Editor of Harper's Weekly—Back in Spokane, Establishes Column, "Facetious Fragments"—Four Collections of His Verses Published.*

WHILE ATTENDING Spokane's old South High School, Stoddard King showed promise as a writer in his contributions of school news and notes to the city's morning newspaper. After his graduation from high school with the midwinter class of 1907, he joined the newspaper's editorial staff. He was bashful and retiring and Nelson W. Durham protested to the city editor, Malcolm Glendinning, that at an important meeting he had attended, which King was covering, the recent high-school graduate kept in the background and seemed wholly lacking in aggressiveness. Shortly afterward, Durham came to the city editor's desk with the proof of a news article and asked who had written it. It was a story in light vein about a children's picnic at the Natatorium recreational park. When he was told that Stoddard King had written the article, the managing editor exclaimed, "That is high-class humor. Keep him on that line of work as much as possible."

When *The Spokesman-Review* started a full-fledged Sunday sports section with its issue of January 17, 1909, it introduced a column written by King. It was entitled "On the Side" and was signed "Ess Kay."

The column, dealing in a humorous manner with topics in the realm of sports, ran once a week, on Sundays. A feature of each column was a piece of light verse. At that time the possibility of a prize fight between James J. Jeffries and the Negro, Jack Johnson, was

being widely discussed. The question often raised was: Should a member of the white race fight a Negro? Stoddard King led off his first column in *The Spokesman-Review* with a verse on this controversial theme. Here is the verse:

### JUST SUPPOSIN'

Supposin' a man by the name of Jeff  
 Went up to a brunette pug  
 And bowed to the floor and humbly asked  
 For a crack at his dusky mug;  
 And supposin' the man with the chocolate skin  
 Respectfully would decline,  
 And say to the white who wanted to fight,  
 "I'm draw'n' the coloh line"?  
 Just supposin'!

Supposin' Jim Corbett or Bobby Fitz,  
 With modest and bashful face,  
 Would emerge some day from the tall, tall hay,  
 To fight for the pale-skinned race,  
 And supposin' they'd say, "Make your own terms, Jack,"  
 To the champeen heavyweight shine,  
 And he'd wave them away and scornfully say,  
 "Ah've got a strict coloh line."  
 Just supposin'!

In February, 1909, "Ess Kay" introduced a second column, "Old Sport's Witticisms," which ran for a time in addition to "On the Side."

Many of "Ess Kay's" verses in this period had a barrack-room ballad swing to them, suggesting that their author was an admirer of Kipling, but even if the form was imitative the poet struck an original note in his subject matter. These lines, from "On the Side," appeared when the passing of winter had stepped up interest in baseball.

### SIGNS OF SPRING

I went into a barbershop to purchase  
 me a trim.  
 The barber was a friend of mine and so  
 I said to him:  
 "Where do you think the fight will be  
 and who will win the day?"

As he massaged a razor strop I thought  
I heard him say:

“Can that stuff, it’s nothing but guff.  
It doesn’t interest me;  
What do I care who fights or where  
when baseball talk is in the air?  
Back to the woods with the old green  
goods, this prize fight stuff is tame,  
And the scrap to me isn’t one, two, three  
compared to the grand old game.”

Stoddard King was born August 19, 1889, in Jackson, Wisconsin. With his parents he moved to Spokane in 1903, his father, Louis A. King, being employed as a clerk for the Spokane International Railway. During his high-school days, the son, Stoddard, also worked for the railway in his spare time. W. H. Cowles encouraged him to go to Yale, his own alma mater, and loaned him money to help finance his college course.

Not long after he had reported the disastrous forest fires in the Idaho Panhandle, in the summer of 1910, King entered Yale. While in New Haven he contributed articles to *The Spokesman-Review* about college life as he saw it. He continued to write verse, including some lyrics called “There’s a Long, Long Trail,” dealing with a time-worn theme, the sadness of separation from a loved one, the hope for reunion. Another Yale student, Zo (Alonzo) Elliott, wrote a tune for King’s words. Although their song was well received when first sung publicly at a college glee club show at Boston, American music publishers declined it. When Elliott went to Oxford for graduate study in 1913, he placed the song with West and Company, London.

The following year, after the outbreak of the first World War, Stoddard King noticed a news dispatch from London telling about a Zeppelin air raid in which a street gamin, knocked down by the concussion of a bomb, sprang to his feet unhurt and, pulling a mouth organ from his pocket, trudged away nonchalantly playing, “There’s a Long, Long Trail.” This was King’s first intimation that the song for which he had written the lyrics was a hit on the other side of the Atlantic.

"There's a Long, Long Trail" became the rage in London music halls, a marching song for hundreds of thousands of British and Canadian soldiers. By making separation inescapable for millions, the war increased the appeal of the song immeasurably and swept it into popularity. After the United States entered the war, entertainers from this country sang it for Yankee soldiers at the front. It became popular in the United States, a favorite with regimental bands. At Liberty Loan drives it was sung by contralto Ernestine Schumann-Heink and tenor Enrico Caruso. It was published in this country by Witmark & Sons, New York.

From 1913 to 1914 Stoddard King was managing editor of the *Yale Daily News*. He was on the *Yale Record* board, was elected to Zeta Psi, social fraternity, and to Phi Beta Kappa, honorary fraternity. During summer vacations he worked on *The Spokesman-Review* and returned to this newspaper after his graduation in 1914.

He covered various assignments, in 1915 pinch-hitting as city editor when the regular city editor was absent on vacation. Again he wrote a column of humor and light verse. Run on the editorial page once a week, on Mondays, it carried the title "In a Minor Key." An example of its contents is a verse on Spokane's fight for favorable freight rates, a contest in which the victory ultimately won by the poet's home town then seemed remote:

IF ROBERT SOUTHEY HAD BEEN  
POET LAUREATE OF SPOKANE

"Spokane Wins Rate Case Victory"

NEWSPAPER HEADLINE

It was a summer evening,  
Old Kaspar's work was done—  
A pleasant summer evening  
In 1981—  
And while a smoke old Kaspar took  
His grandson read a book.

"What is this queer old book about?"

The little grandson cried.

"I'm sure I cannot make it out,  
Although I've tried and tried."

Old Kaspar frowned. "That book," said he,  
"Is on the rate case victory.

“It was the Spokane shippers  
 Who fought the railroad men;  
 They won the battle, lost it,  
 And won it back again.  
 Nobody knows who licked, you see;  
 But ’t was a famous victory.

“Just read the court decisions,  
 And you’ll find one I wot,  
 Which proves a differential  
 Is not a carload lot.  
 This was the fact, it seems to me  
 That won the famous victory.

“There was great jubilation  
 Throughout the countryside——”  
 “But did you get the lower rates?”  
 The little grandson cried.  
 “None that the naked eye could see,  
 But ’t was a famous victory.”

King left Spokane to become an associate editor of *Harper's Weekly* in New York early in 1916. With the issue of May 22, 1916, *Harper's Weekly* was merged with *The Independent*, and King returned to *The Spokesman-Review*.

While King was on the staff of *Harper's Weekly*, Franklin P. Adams was a contributor to that magazine. It was inevitable that the newspaperman from Spokane should note the success of “F.P.A.’s” “The Conning Tower,” started in the *New York Tribune* in 1914. Also, King was a reader of the *New York Sun*, in which Don Marquis’ “The Sun Dial” had been a conspicuous feature since 1912. While still under age, some years before these famous columns were started, King had conducted “On the Side” and “Old Sport’s Witticisms” in *The Spokesman-Review* and, after graduation from Yale, had concocted “In a Minor Key.” It was natural for him to try his hand in that line again, and, after his return from New York, he started a column called “Facetious Fragments.” It appeared for the first time in *The Spokesman-Review* for Sunday, October 29, 1916. This column ran on the editorial page. It usually included a piece of King’s light verse, as had his earlier columns. After the United States entered the war, King served in the Wash-

ington National Guard, and later became a captain in the One Hundred and Sixty-first Infantry.

For a number of years "Facetious Fragments" ran intermittently. Catching on with readers, it was made a regular daily feature. The "fragments" included brief essays in lighter vein, wisecracks, whimsical comments on the passing show.

Like many another columnist with space to fill, the conductor of "Facetious Fragments" encouraged readers to contribute to his column. He staged occasional banquets for these unpaid collaborators, of whom there were about a hundred. Entertaining matter came from "Dora Bunny," "Meddlesome Mattie," "Orpheus Nutt," "Joe Buzzard," and other contributors. But it was for Stoddard King's verses that readers looked particularly. King once said that W. H. Cowles, Sr., had asked him if he could write a poem a day. The poet-columnist was willing to try. Finding that the Muse co-operated, with few exceptions he wrote a verse a day, except for holidays and vacations, for years. With the increased output, to give variety to his product, he mastered various verse forms—the triolet, rondel, ballad, sonnet, and others, but he put his own stamp on each by giving a humorous slant to the subject matter.

The subject could be anything that hit his fancy. A news headline, a statement in an advertisement, a paragraph in a dry-as-dust government bulletin, a casual remark by a friend—any of these was enough to inspire the daily poem. His stuff was written in a cluttered room shared with some busy department editor, across the hall from *The Spokesman-Review's* city room. On the wall of his office was a framed certificate from "The Guild of Pipe Organ Pumpers," a national organization of men who, as boys, had once sat behind the old-fashioned pipe organs in churches. Having learned to smoke behind the pipe organ in choir-boy days, he would suck at a vile-smelling pipe, or possibly a cheroot. His office often was crowded with callers but Stoddard said that if he were free from a newspaperman's usual interruptions, the unaccustomed silence would have interfered with his flow of thought. Despite the distractions, with the greatest of ease King could toss off a couplet like this on the efficiency man:

He counts the pins and he waters the ink  
And times the clerk while he gets a drink.

A letter from President Herbert Hoover contained the statement: "A resoundingly good new joke would be highly beneficial to the whole country." This set up a train of thought which resulted in the following from King's typewriter:

#### AN ANTIQUARIAN DISSENTS

The good, new jokes come bravely out  
To face a bitter age;  
They wander timidly about  
And go upon the stage.  
But even though we hear them sprung  
By experts and with zest,  
We do not like our jokes too young—  
The bad old jokes are best.

No tombstone-graven epitaph  
Records the jokes of yore;  
We love most heartily to laugh  
At gags we've heard before.  
They rouse us to a merry bray  
As they go tottering by—  
Though new jokes greet us every day,  
The old ones never die.

Shoot if you must this old gray head,  
But spare Joe Miller, please;  
And do not offer me instead  
A fresh, unripened wheeze.  
Devote such time as you can spare  
To new-coined humor's quest,  
But I shall still depose and swear  
The bad old jokes are best.

The statement, credited to a noted biologist, that "Fat persons are born and not made," prompted the poet-columnist to write:

#### KISMET

If lucky constellations  
Presided at your birth,  
You'll show no indications  
Of unbecoming girth;



You'll never need to diet  
 And lose your youthful vim—  
 You can stay calm and quiet  
 Yet be a stylish slim.

But if you weren't lucky  
 In zodiacal signs,  
 However brave and plucky,  
 Yours will be rotund lines.  
 Reduce for all that's in you,  
 Make starch and fats taboo,  
 You'll just the same continue  
 A perfect forty-two.

For fate and fat together  
 Control the life of man,  
 They hold him with a tether,  
 They mark him with a ban.  
 They strive with an enigma  
 That makes the hair turn gray  
 We bear the fat man's stigma  
 Through being born that way!

A court item, "Judge Rules Unconscious Plagiarism," suggested these lines:

#### THE DEFENDANT PLEADS

If my remarks, however deft,  
 Have rather a familiar ring,  
 Do not accuse me, pray, of theft,  
 For truly, it is no such thing.  
 We writers plagiarize at times,  
 We borrow others' brains, perforce,  
 To aid our stories and our rimes—  
 But, quite unconsciously, of course.

Telepathy appears the clue  
 To what inspires the purist's frown—  
 I think of something; so do you,  
 And each proceeds to set it down.  
 A notion like a radio wave,  
 Goes traveling 'twixt earth and skies,  
 And thus, though carping critics rave,  
 Unconsciously we plagiarize.

A statement, "Scholarly research does not pay—consensus of 500 doctors of philosophy," served as springboard for:

## DOWNTRODDEN

The doctors do their best, but fail to  
earn appreciation;  
The public does not burden them with  
money or applause,  
Although they dig up data  
Upon neolithic strata  
And turn out snappy brochures on the  
Participial clause.

The Doctors of Philosophy are Ish-  
maelitish people,  
They make a high-class product but  
their salesmanship is weak,  
And their monumental learning  
Leads to insufficient earning—  
What's the matter with the market  
for translations from the Greek?

"I don't want to play ze bad woman," Pola Negri, the Polish-born motion picture star, told interviewers when arriving in the United States in September, 1922. "Here in America I will play ze good woman." This actress' vehicles the previous year had included the luridly emotional plays "Gypsy Blood," "One Arabian Night," and a film version of "Du Barry," retitled "Passion."

*The Spokesman-Review's* columnist was prompted to protest as follows:

## AN APPEAL

Oh, why should you frown upon sin so?  
And why should you make us thus sad?  
Lithe lady, who erstwhile has been so  
Delightfully bad.

Why cease your portrayals of ladies  
Too fair, too perversely behaved,  
Who keep the approaches to Hades  
Eternally paved?

Pray, was it your press sheet dispenser  
Who caused you to alter your ways,

Or was it the fear of the censor,  
Or dread of Will Hays?

Did someone advise you that vamping  
Is obsolete now on the screen,  
Or did you decide it was cramping  
Your style to be mean?

Whatever your reason, though we, too,  
May be a bit misunderstood—  
Dear lady, we beg you, don't be too  
Disgustingly good!

*The Spokesman-Review's* columnist risked small sums on the Kentucky Derby, the world series, national elections, and often arranged two-bit pools on these events. With a pair of green dice from his desk, a ready box of matches for chips, and with a ten-cent limit for stakes, he would shoot craps with other staff members behind the closed door of his office. Thus it was more than an academic knowledge of gambling that resulted in the following poem.

#### CONSOLATION

'T was ever thus; from childhood's  
hour  
I never bet upon a horse  
But all the dope turned wholly sour  
And he ran backward round the  
course.

I never risked a modest sum  
At dice, but baby lost his shoes,  
Nor placed on cards a modicum  
Of cash I did not shortly lose.

When candidates for office run  
And I lay wagers on the test  
All I get out of it is fun—  
I lose the buttons off my vest.

There is not any game of chance  
That does not mulct my slender  
roll;  
In the fell clutch of circumstance  
I never quite attain my goal.

Yet do I murmur or repine?  
 Nay, nay; my jaunty spirits soar.  
 Were any luck at hazards mine,  
 I'd shoot the works, and lose much  
 more.

For though I boggle every cast  
 And soak up lickings like a sponge,  
 I shall stay solvent to the last  
 Since with such luck, I do not  
 plunge.

O, better far it is for me  
 To lose my wages dime by dime  
 Than overconfident to be  
 And shoot a dollar at a time.

One of the most widely reprinted of King's poems, which first appeared as a "facetious fragment" in the March 3, 1923, issue of *The Spokesman-Review*, was entitled, "The Call of The Wild." It was suggested by the following item in a New York haberdasher's advertisement: "Our new spring neckties are not so wild as some you may see in other store windows." The verse inspired by this statement follows:

#### THE CALL OF THE WILD

O some may long for the soothing touch  
 Of lavender, creame or mauve,  
 But the ties I wear must possess the glare  
 Of a red-hot kitchen stove!  
 The books I read and the life I lead  
 Are sensible, sane and mild,  
 I like calm hats and I don't wear spats—  
 But I want my neckties wild!

Give me a wild tie, brother,  
 One with a Cosmic Urge!  
 A tie that will swear,  
 And rip and tear  
 When it sees my old blue serge!

O some will say that a gent's cravat  
 Should only be seen, not heard,  
 But I want a tie that will make men cry  
 And render their vision blurred.

I yearn, I long for a tie so strong  
 It will take two men to tie it  
 If such there be, just show it to me—  
 Whatever the price, I'll buy it!

Give me a wild tie, brother,  
 One with a lot of sins,  
 A tie that will blaze  
 In a hectic haze  
 Down where the vest begins.

Authorship of this verse—with new titles such as “The Tie That Blinds”—was often claimed by others. A national textile publication printed it on its front page with the authorship credited to a United States admiral and with a story telling how the old sea dog happened to write it. Vachel Lindsay, nationally renowned poet, who became a close friend of Stoddard King, referred to it as “the poem stolen ‘round the world.’ ”

Selections of King's verses, with other facetious fragments in prose, were collected in four published books: *What the Queen Said* (1926), *Grand Right and Left* (1927), *Listen to the Mocking Bird* (1928), and *The Raspberry Tree* (1930). Included were verses he had contributed to the *Saturday Evening Post* and *Life* (of the Charles Dana Gibson period). All of his poems written in his last years were printed first in *The Spokesman-Review*. Reviewers found the Spokane columnist's verse satiric, clever, genial, whimsical, dextrous, engaging. He gained readers abroad. The London *Times Literary Supplement* called King “a genial humorist with a happy facility in verse-making.” The *Belfast Daily Whig* said: “Mr. King possesses great rhyming facility . . . the priceless gift of humor.”

William Lyon Phelps, distinguished professor of literature at Yale University for many years, wrote: “Stoddard King's light verse is not only unexcelled in America, but is unexcelled in the English-speaking world.”

Tall, swarthy, good-looking, with a closely clipped black mustache, King had a rollicking way of reciting his own poems, and he would spring a witticism in a solemn, offhand manner as if unaware he was being funny. With stage presence which won him leading roles in amateur theatricals, he was also in demand as a lecturer.

College audiences loved his lighthearted, tongue-in-cheek talks. Booked by the Lee Keedick lyceum bureau, he made several lecture tours. Among his subjects were "Colyums and Colyumnists," "Confessions of a Reformed Song Writer," and "Poetry a la Carte."

Although King's specialty was light verse, he was more than a mere jester. His ability to touch deeper chords of emotion than those which evoke laughter was proved in his popular war song. He possessed an understanding of human frailties and foibles—philosophical overtones were increasingly evident in his writing as the years went on.

At the Holy Trinity Episcopal Church in Spokane, for twenty-five years, Stoddard King served successively as choirboy, server, lay reader, and teacher of young people, as well as being a member of the vestry. A fellow parishioner said of him: "Never have I heard priest or layman read the Scriptures more effectively." The religious side of his nature was revealed in a poem he wrote at the yuletide season in a year of widespread poverty and despair, 1932. If he had lived to make the most of his talents, it is more than likely that Stoddard King would have established a place for himself among the serious poets of his time. The following poem, indicating his ability to write serious verse, was printed in *The Spokesman-Review* on December 24, 1932.

#### CHRISTMAS EVE

There is no room for them. They wait  
 Outside the inn.  
 The night is cold, the hour is late,  
 Their coats are thin.  
 Their only hope is soon to creep  
 For shelter where the cattle sleep.

My house is whole, my cloak is warm,  
 And I can see  
 A star that shines above the storm,  
 A lighted tree;  
 Yet this is emptiness of pride  
 While they, my brothers, stand outside.

Not all the tunes that bells can play  
 Or children sing,  
 Not all the beauties of the day

Can ever bring  
 Wholehearted joy, until for them  
 A Star shall lighten Bethlehem.

About two months after this poem was printed, Stoddard King went on a lecture tour (part of it in blizzard weather), mailing in the material for his daily column en route. Copy for "Facetious Fragments" for February 18, 1933, was sent from "Somewhere in North Dakota." He arrived in Detroit to deliver his humorous lecture on the day the banks in that city all closed! His column for March 1, 1933, carried a Spokane date line—notice that he was back home. Although outwardly in robust health when he started on his trip, the Spokane lecturer, while in Detroit, had a warning of personal tragedy to match the evidences there of national disaster. As he told his close friends, Mr. and Mrs. John Happy, in the automobile center he picked up a book of his own verse and found he could not read the printed words on the page before his eyes! After his return home the trouble progressed. He had difficulty with his walking; some say, with his articulation. He was, however, for a time able to continue his column, "Facetious Fragments," with its usual sparkle. On March 6, the verse for the day, entitled "Kiddies Program," was written in the form of Longfellow's "The Children's Hour," starting

Between the dusk and the daylight,  
 When the broadcasters step up their power.

Characteristic lines were:

The wee ones huddle together  
 In time for the evening scare  
 To chill their juvenile marrow  
 And curl their innocent hair.

The ghost of the Green Gorilla  
 And the ghoul of the Ghastly Head  
 Are our infants' gentle companions  
 When it's time to go off to bed.

Fourteen years after these verses were written, *Time*, in March, 1947, had occasion to quote from them in a report on radio programs for children, and put through several long-distance telephone

calls to Spokane to check on the authorship. The story of *Time's* strenuous efforts to trace the authorship of these verses was the subject of James Linen's "Letter from the Publisher" in *Time* for April 7, 1947.

This parody was among the last of the verses Stoddard King wrote. His last column appeared in *The Spokesman-Review* for March 12, 1933—twenty-four years and two months (less a week) after his first column in Spokane's morning paper. The difficulty with his eyesight, which first showed itself in Detroit, was the symptom of a serious illness, diagnosed at first as "sleeping sickness," then as a brain tumor. His condition grew steadily worse. Seemingly aware that the outlook for recovery was hopeless, Stoddard King repeatedly expressed deep concern for the future of his wife, Henrietta L. McColl King, and their two young daughters, Penelope and Barbara. To a friend who tried to cheer him by saying, "Oh, you'll soon be O.K. again," he replied, "No, I'm dying!"

He did not deceive himself. The headlines of an article on the front page of *The Spokesman-Review* for June 13, 1933, read:

STODDARD KING  
AT END OF TRAIL

Death had come to the author of "Facetious Fragments" at 10:10 P.M. the night before.



## CHAPTER XVI

### They Hit the Front Pages

*Nationally Renowned Persons of Whom Spokane and Inland Empire People Can Say "I Knew Them When"—Three Spokesman-Review Carrier Boys Who Became Famous—Other Home-Town Boys and Girls Who Made Good and Were Featured in the Day's News—Interviews with the Great and Near Great.*

**R**EPORTERS FOR *The Spokesman-Review* have interviewed many noted visitors to Spokane, including such contrasting personalities as Archduke Otto of Austria, Gene Tunney, Sir Oliver Franks, Bob Hope, Queen Marie of Rumania, Carrie Nation, Major General Millard F. Harmon, Adolphe Menjou, Nelson Eddy, Sinclair Lewis, and a host of others. The resulting stories have enjoyed wide readership. But even more popular have been articles about celebrities of whom Spokane and Inland Empire people can say, "I knew them when"—those who were born or grew up hereabouts, who started fabulous careers here, who were former schoolmates or neighbors. Such stories pay an extra dividend of interest by helping readers to measure the value of their local institutions, the Western way of life.

Often in the news throughout the nation is the long-time resident of Spokane, Eric A. Johnston, appointed by President Truman in January, 1951, as the nation's economic stabilization director after he had been granted leave as president of the Motion Picture Association of America. Fame has also come to him as an author of books, a contributor to *Reader's Digest*, a lecturer, and an industrialist. He was born in 1895 in Washington, D.C., where his father, Bertram A. Johnson (spelled without the "t"), owned a pharmacy. When Eric was a year old the family moved West on account of the health of the father, who was tubercular. After about a year in the Mon-

tana mining town of Marysville, they came to Spokane. Although the father secured employment as clerk in various drugstores—Demert's, Nicholson's, the Columbia Pharmacy—there were long periods when he could not work on account of his illness; so much of the breadwinning fell on Eric's mother, Mrs. Ida Johnson. Employed in a doctor's office, she earned enough to buy a home on South Conklin Street and, in 1906, with some money she had inherited, helped her husband establish a drugstore at 130 South Post Street.

As a thirteen-year-old, Eric was a newsboy for *The Spokesman-Review*, selling papers at the corner of Riverside and Mill (now Wall). Among his customers were Thaddeus S. Lane, telephone tycoon, and R. B. Paterson, head of the Crescent Department Store. From 1908 to 1910 inclusive he carried *The Spokesman-Review* on a horseback route through what is now Lincoln Heights.

In 1911 Eric's parents were divorced. Mrs. Ida Johnson and her son were on their own. But Eric's mother had great resiliency of spirit. She bounced back from one misfortune after another and instilled faith and supreme self-confidence in her son. While he was still a Freshman in high school she was planning on college for him.

"Most men are as good as their mothers make them," Eric Johnston told Margaret Bean. "When my mother was working in a doctor's office and I was selling papers . . . she told me you could do anything you wanted if you worked hard enough."

Eric wanted money and an education and he worked hard to get them. From 1911 through 1914, while attending Lewis and Clark High School, he contributed school news to *The Spokesman-Review*. Paid \$3.50 a column he made from \$35 to \$40 a month, his articles sometimes being placed on the front page. The school correspondent's father had a flair for the use of words and his mother could keep a dinner table entertained through her capacity as raconteur. Something of each gift had been passed on to the son. For a young man with his engaging personality and ability as a speaker, the law seemed a good choice as a career. The druggist's son attended the University of Washington Law School, working his way through. When he got his LL.B. degree in 1917, America was two months

deep in the first World War and the Marine Corps was seeking officer material. The hard-driving law graduate from Spokane was one of six Seniors recommended by the university president, Dr. Henry Suzzallo, to qualify for a commission. After training at Mare Island, he was sent to the Marine Corps base at Quantico, Virginia, as a second lieutenant and bayonet instructor, then was detailed to the American Embassy in Peking.

In 1919, when her son still was in the service, Eric's mother went into the retail electrical business with J. C. Power Brown, who had worked for a time in the same mining broker's office where she was employed. At about this time something new was added—a "t" to the Johnson family name. Power Brown had gotten a start in the electrical field by selling vacuum cleaners from door to door. Their store was small but had a good location—on Howard Street, one of Spokane's busiest north and south arteries—and it was a success. One reason for its success was that Mrs. Ida Johnston, as credit manager, had an uncanny way of predicting accurately which customers would eventually pay for the Royal and Frantz Premier vacuum cleaners, the Eden electric washing machines and other electrical appliances they bought from the store on credit.

Incapacitated by a head injury, Eric was mustered out of the Marines in 1922. When he returned to Spokane he became vice-president of the Power Brown Electric Company. It was desirable for him to have an outdoor job and he boosted sales volume by selling vacuum sweepers and washing machines from door to door, somewhat as his partner, Power Brown, had done a few years before. Soon an opportunity arose for the store to expand by buying out an old-established electrical business, the Doerr-Mitchell Company, the beginnings of which ran back to 1897 when it sold iron animals to ornament the lawns of Spokane's well to do. This company manufactured floor lamps and shades, chandeliers, miscellaneous electrical fixtures. To swing the deal the partners had to get more money. Johnston had married in October, 1922, and his wife, Ina Hughes Johnston, was able to furnish some of the needed capital. Power Brown added to his own investment in the business

and brought a younger brother, Dr. Charles C. Brown, a Spokane dentist, into the firm as silent partner.

The firm was reorganized as the Brown-Johnston Company, with the Browns holding a majority of the stock and controlling the business. Dr. Charles C. Brown was the heaviest stockholder. The store moved from Howard Street to larger quarters on Lincoln. Power Brown continued as president. The newly acquired company became the manufacturing branch of the firm. Vigorously developed, and with the advantage of the favorable freight rates won in 1918, this part of the business was greatly expanded. By 1928 floor lamps made by the Brown-Johnston Company were being sold from Bangor, Maine, to San Diego and from New Orleans to Vancouver, British Columbia.

Having demonstrated his ability as salesman and executive, Eric Johnston was not satisfied with his position as minority stockholder and persuaded the Browns to sell out to him.

A ten-strike for the business he now controlled was that of securing the contract for the electrical wiring and installations for the nineteen-story Paulsen Medical and Dental Building, erected in 1928 and 1929 next to the twenty-year-old Paulsen Building. Both structures were built with money that had come originally from the Hercules mine in the Coeur d'Alenes, a district whose riches have also given an upward push to the destinies of many other Spokane residents. This lucrative contract put Johnston in a position to withstand the batterings of the depression which started only two months after the Paulsen Building was opened to the public.

The manufacturing phase of the company was incorporated as the Columbia Electric & Manufacturing Company in 1933, with Eric A. Johnston as president. He became interested in other lines of business. In 1931 he was elected president of the Spokane Chamber of Commerce, was re-elected a year later.

In 1940 Johnston was a candidate for the Republican nomination for the United States Senate and, although he was defeated, he won the admiration of many voters. From 1934 to 1941 he was a director of the Chamber of Commerce of the United States and in 1942 he

was elected its president. He served for four terms, stepping from that office into his motion picture job.

William O. Douglas, Associate Justice of the United States Supreme Court, is another famous man who grew from boyhood to manhood in the Inland Empire. Born in Otter Tail County, Minnesota, in 1898, he moved with his family to Estrella, California, when he was two years of age and in 1904 from that town to the lively village of Cleveland in Klickitat County, Washington, where his father was pastor of the Presbyterian church.

With the death of the Reverend William Douglas later that same year the support of the three small children of the family fell on the mother. William helped all he could, although handicapped by the aftereffects of an attack of infantile paralysis. While attending the public schools in Yakima he had a morning newspaper delivery route for the *Yakima Herald*. On Sunday mornings he also delivered two out-of-town papers. One of these was the *Seattle Post-Intelligencer*, the other *The Spokesman-Review*. That relationship continued two or three years.

In a letter read to carrier boys of the *Yakima Herald* and *Republic* in December, 1939, the then recently appointed Associate Justice said: "Those years as carrier were happy ones. It was not only the fact that the job paid income which helped us obtain an education—equally important was the fact that it gave us a chance to work. The job that comes when one feels that he is being useful; the satisfaction that comes from a job well done were compensations."

Douglas was valedictorian of the graduating class of the Yakima High School in 1916. That distinction won him a scholarship at Whitman College, Walla Walla, a school whose beginnings are intertwined with the early history of the Inland Empire.

In December, 1859, the Washington territorial legislature granted a charter to "An Institution of Higher Learning in Walla Walla county to be known as Whitman Seminary." It was signed by the governor December 20, 1859, and was the first charter granted to an educational institution in Washington Territory. The idea for this school, later Whitman College, was conceived by Cushing Eells,

early-day missionary, who thought of it as a memorial to his murdered friends and associate missionaries, Dr. Marcus and Narcissa Whitman.

Whitman College grew in influence, gained a national reputation for the soundness of its scholarship. At the time Douglas attended, the enrollment was between three and four hundred students. A student did not have to have much money to go to Whitman. There were varied opportunities for him to work his way through and Douglas worked at anything he could find. He waited on tables, mowed lawns. Securing a job as clerk and handyman in the pioneer jewelry store, Falkenberg's, he swept floors, dusted counters, and occasionally did some selling. He became president of the student body, won a Phi Beta Kappa key.

After graduation he taught English and Latin in the Yakima High School, was debating coach. He married Mildred M. Riddle, a fellow teacher. Shortly afterward the couple went to New York and Douglas enrolled at Columbia University. After receiving his law degree in 1925, he went to work for a law firm in Wall Street. He taught part-time at Columbia, then returning West, hung up his shingle in Yakima. He was taking in about fifteen dollars a week in fees when he received an offer from Columbia for five thousand dollars a year as a member of the law faculty, and he accepted. From Columbia he went to Yale. A brilliant record as chairman of the Securities and Exchange Commission from 1936 to 1939 made the former newspaper carrier boy a national figure. Nominated as Associate Justice of the Supreme Court of the United States by President Franklin Roosevelt, he was confirmed by the Senate and took his seat on the bench April 17, 1939. He was the youngest member of this high tribunal in 127 years.

According to *Life* magazine, Bing Crosby has achieved greater popularity, made more money, and attracted vaster audiences than any other entertainer in history. This highly successful star of motion pictures and radio came to Spokane from Tacoma in 1906 as a boy of five, with the rest of the Crosby family. He was the fourth of seven children. Quentin Reynolds, in an article in *Collier's*, credits

the late Harry Crosby, Sr., with an explanation as to how his famous son came by the nickname "Bing." During the Crosbys' early days in Spokane, Harry, Jr., became very fond of a comic feature called the *Bingville Bugle*—a newspaper page made up to resemble a backwoods newspaper and illustrated with grotesque caricatures of "Bingville" residents. It ran regularly in the Sunday *Spokesman-Review* for years. In order to dragoon some grownup into reading this feature to him, the future crooner would go from one adult to another, pointing to the *Bugle* page and crying "Bing! Bing!" until, finally, some older person would break down and read it to him.

Bing, like his brothers and sisters, attended Spokane's Webster public school, not far from the Crosby home. He continued his education at Gonzaga High School, a Jesuit institution. Feeling a need for cash which his parents could not meet, he, like Eric Johnston and William O. Douglas, found a way to earn it by carrying a newspaper route. He got the job of delivering *The Spokesman-Review*. According to his brother, E. J. ("Ted") Crosby, who wrote his famous brother's biography, the task of delivering the paper grew increasingly distasteful as the days grew shorter and the mornings colder. But, "Much as he hated getting up every morning he hated being empty-pocketed even more, and so he drove himself at the job. He left the house before dawn, and all the way around his route he whistled or sang the tunes from the new records his father brought home or which he heard at Buck Williams' house."

Of this experience Bing wrote Charles Devlin of *The Spokesman-Review's* Promotion Department in 1938: "I hope all my boys may start as carriers. I want them to be workers. All of our family had Spokane newspaper routes, even the girls filled in when we were sick. We have all kept fairly healthy, happy and busy ever since. . . . Of the bunch, I probably developed the least desire for labor . . . but the whistling experience came in mighty handy."

The influence of Gonzaga was undoubtedly a factor in Bing Crosby's warm human portrayal of the young priest in "Going My Way," for which he won the Academy Award in 1944, and again when he played the part of a priest in "The Bells of St. Mary's."

Whitman College, which helped shape the career of William O.

Douglas, was started by a Protestant missionary. A Jesuit missionary, Father Joseph M. Cataldo, founded Bing Crosby's alma mater, Gonzaga University. Born near Palermo, Sicily, in 1837, Father Cataldo received his religious training in Louvain, Belgium, Boston, Massachusetts, and Santa Clara, California. He entered the Inland Empire from the west in September, 1865, and guided by Father Joseph Giorda, he traveled on horseback over the recently completed Mullan Road from Wallula to the Coeur d'Alene mission. He founded St. Michael's Mission on Peone Prairie in 1866, helped keep the northern Indian tribes from going on the warpath during the Nez Percé uprising in 1877, founded Spokane's Catholic orphanage and helped establish the city's Sacred Heart Hospital.

Starting in 1881 and working with Father Philip Canestrelli, formerly a professor at the Gregorian University in Rome, he negotiated the purchase of 320 acres of land from the Northern Pacific Railway on the north side of the Spokane River. The price was \$2.60 per acre. On this property the Jesuits erected, for use as a college, a two-story brick building with full basement and a roomy attic. Bricks for the structure were made on the premises by Chinese laborers with clay taken from the near-by riverbank. When Gonzaga College officially opened as a boys' boarding school, on September 17, 1887, eight students were enrolled. The faculty was composed of four Jesuit priests and four Jesuit scholastics. The Reverend James J. Rebmann, S.J., was president. For several years after the opening, boys from resident Catholic families attended a parochial school located on the south side of the river, at Main and Bernard.

A new four-story building for the college, located about three hundred feet from the old college, was occupied in 1899. To take care of the increased enrollment, a large wing was added a few years later. On June 21, 1912, the college became Gonzaga University with the incorporation of its law school.

In high school Bing Crosby was above average in elocution so, after his graduation (June 6, 1920), it seemed natural, as it had to Eric Johnston a few years before, to prepare himself for a legal career, and he enrolled for the Gonzaga law course. He studied law



forenoons and afternoons worked in the law office of the late Charles Albert, attorney for the Great Northern Railway. According to Albert's wife, the well-known actress, Sarah Truax, her husband's favorite story concerned one of his former law clerks, a personable chap who frequently left the office to meet engagements as entertainer. Finally his boss suggested that the stage-struck young man give his full time to the show world. Next time they met, his ex-clerk—Bing Crosby—was taking down a salary of three thousand dollars a week.

While at Gonzaga, Bing teamed up with another resident of Spokane's North Side, Al Rinker, leader of the Musicaladers dance band of the North Central High School. Rinker played the piano. Crosby was a singing drummer.

"The team of Rinker and Crosby rapidly built up a substantial following," wrote Wilbur Hindley, then *The Spokesman-Review's* drama editor. "They were often heard at the old Clemmer theatre where they were great favorites—good looking, pleasant appearing chaps with ingratiating smiles and an original method of putting over their songs"—songs like "Five Foot Two—Eyes of Blue."

Bing had a number of jobs outside the entertainment field, including that of lifeguard in a municipal pool, driver of a grocery truck, as an usher at boxing matches. One of his jobs was with the firm his father had worked for since coming to Spokane. In the early years it was called the Inland Brewing and Malting Company but when Washington went dry January 1, 1916, the name was changed to the Inland Products Company. The line of products was changed also—to catchup, sweet cider, pickles, and near beer. Bing was employed in the pickle department. Farmers drove up to the plant and unloaded their boxes of cucumbers, fresh from the vine and sorted according to size. Some cucumbers were so large that 600 would fill a pickle cask, some so small that 3,000 would be needed. There were also intermediate sizes, 800 to the cask, 1,200, 1,800, et cetera. Among the customers for the finished pickles were Jews in New York City. Periodically a local rabbi would come to the plant to bless the pickles and thus make them acceptable to the Jewish consumers, i.e., to make them "kosher."

First step in the process of pickle-making was to dump the raw cucumbers into a big vat containing a strong solution of brine. It was Bing Crosby's job to pour the cucumbers into the vat—just that and nothing more. Fed up with the monotony of the job he left it after a couple of weeks for more congenial activities. Crosby, Sr., continued working for the firm.

For a time Bing was a clerk with the Great Northern Railway. But that job, like some of the others, was just a meal ticket—and not many meals at that! Al Rinker's sister, Mildred Bailey, was a radio singer in Los Angeles. Pooling their savings in 1925, Crosby and Rinker invested \$45 in a flivver and started for California. In Los Angeles they sold the flivver for \$6 in order to eat. They landed an engagement at a night club where they were billed as "Crosby and Rinker—Two Boys and a Piano."

After the two Spokane entertainers had toured West Coast circuits for a year, Paul Whiteman sat in the audience one night and promptly signed them for his orchestra. En route to New York they stopped off in Spokane to play a five-day engagement at the Liberty theatre. They opened at the Liberty on Thanksgiving Eve, November 24, 1926, at 11 P.M. On the same bill was a showing of the silent motion picture, "We're in the Navy Now," starring Wallace Beery and Raymond Hatton.

"The two Spokane boys offered songs and songologues last night," wrote *The Spokesman-Review* reviewer, "with Rinker at the 'ivories'; Crosby lent the jazz touch to the act by playing a solo on cymbals. The big crowd went wild over their mixture of harmony and comedy."

"Manager Ray Grombacher of the Liberty estimated 1500 had been turned away from that theatre," *The Spokesman-Review* stated the following day. "The house was filled continually from 1 P.M. until closing at 11:15 P.M. From 6:30 until 10 a crowd four deep extended from the ticket window to Wall street. Mr. Grombacher estimated that about 9,000 saw the show during the day."

Under Whiteman's management Crosby and Rinker toured the United States. In Chicago, Whiteman introduced them as "a couple of lads I picked up in a Walla Walla ice cream parlor." A third en-

tertainer was added to the team, Harry Barris. As “the Rhythm Boys” the trio toured with Whiteman’s band for three years.

Of extreme importance to Crosby’s future were the facts that during these three years sound came to the screen, and, at the same time, radio was giving new commercial values to the human voice. Destiny’s timing, as regards Bing’s career, was something special. His first chance in talking motion pictures was as one of Paul Whiteman’s Rhythm Boys in Universal’s “King of Jazz,” released in 1930. He was with the Columbia Broadcasting System from 1931 to 1935, after that with the National Broadcasting Company. He became a top-ranking Paramount star.

After an eleven-years absence, during which he gained wealth and fame, Bing Crosby returned to his home town on Thursday morning, October 21, 1937. In order that he might put on his regular weekly radio show while in Spokane, he brought a troupe of Hollywood entertainers with him. At the city hall Bing was made “honorary mayor” for his four-day stay. Gonzaga conferred an honorary degree on him—“Doctor of Philosophy in Music.” He appeared on the stage at the Fox theatre to select winners in a talent quest sponsored by *The Spokesman-Review*. During World War II, Bing traveled more than fifty thousand miles, entertaining troops.

The Crosbys were part of the great wave of settlers that swarmed into the Inland Empire during the first decade of the new century. At about the same time that they arrived in Spokane, the then obscure Henry J. Kaiser also came to the city, and promptly landed a job as clerk in McGowan Brothers Hardware store.

Thomas W. McGowan, one of the “brothers” in the firm, recalled years afterward, in an interview with a *Spokesman-Review* reporter, that Kaiser had gone first to Lewiston, Idaho. When he applied for work at a Lewiston hardware store the proprietor told him there was no opening but gave him a letter of introduction to McGowan. The letter, or perhaps its bearer’s beaming personality, turned the trick and McGowan gave the applicant a job—at twelve dollars a week, he remembered.

“Kaiser made good from the start,” his former employer said.

“He worked in heavy hardware for a year and a half, picked up the business fast. At that time our city salesman was John T. Little, later county commissioner. Learning that Little was going on vacation, Kaiser said he’d like to try out Little’s territory. He was given the chance.

“Unusually it took five years for a man to master this job, but Henry picked it up in less than a year,” said McGowan. “On returning from his holiday, Little asked to be transferred to the outside territory. The request was granted and Henry was city salesman for four years. Whenever there was a big deal on, he would go out and come back with the signature on the dotted line. He sold the reinforcing steel for the Monroe Street Bridge, probably a \$10,000 deal, against lots of competition. Hardware for the Old National Bank Building, amounting to possibly \$12,000, was also a sale of Kaiser’s.”

After he had been in Spokane less than a year, Kaiser went back East to marry Bessie Hannah Fosburgh. According to well-vouched-for stories it was his success in Spokane that won her father’s consent to the match. They were married April 8, 1907, and came to Spokane to make their home, Kaiser already having a house here. The Kaisers had three homes in the city—at 1618 West Riverside overlooking the Spokane River, at 418 Fourth Avenue, and, finally, in a stone residence at 1115 South Grand, with a view of the city and Spokane Valley. The Kaisers’ first son, Edgar F., was born in Spokane July 29, 1908.

Leaving the hardware business, Kaiser was, in 1910, salesman for the Hawkeye Fuel Company.

“Kaiser certainly was an energetic fellow,” says James S. Ramage, who gave him that job.

In his sales contacts Kaiser dealt with the Hill Paving Company when it was paving Browne’s Addition in Spokane. This firm hired him as salesman and manager of paving contracts.

“I asked Henry what the Hill people offered to pay him,” his one-time boss, Tom McGowan, said. “He replied that the question of wages had never come up. Wages didn’t count with him as much as the opportunity to learn the construction business.”

Through the Hill Paving Company Kaiser made his entrance into the contracting field. After leaving Spokane he had a hand in more than seventy major construction projects. In 1931 he became chairman of the executive committee of Six Companies, Inc., builders of Boulder Dam and Parker Dam. In 1933 he directed construction of the East Bay piers of the Oakland-San Francisco Bay Bridge. During the same year, as leader of the group of contractors who had built Boulder Dam, he was the successful bidder for construction of Bonneville Dam on the Columbia River near Portland. The following year, while work still was in progress on Bonneville, Kaiser and his associates organized Consolidated Builders, Incorporated, and were awarded the contract to complete Grand Coulee Dam.

Again, after the war, Henry Kaiser was a conspicuous figure in the Spokane area when he and associates took over the operation of the great aluminum reduction plant and aluminum rolling mill built for the War Department, near Spokane, by the Aluminum Company of America. These plants, which made Spokane the "light metals capital of the West," were expanded and have become important parts of the Kaiser industrial empire.

Headlines on the front page of *The Spokesman-Review* for June 12, 1925, included the following: "Bankers Clamor for Lower Tariff," "Strikers Capture Town After Fight," "Attack British in Chinese Riot," "Churchmen Quiz on Evolution." But in view of the future there was comparable news interest in an item appearing in the same issue under the "Births" classification of "City and County Records," back on page 12, next to the want ads. It read:

MUNSIL—To Mr. and Mrs. Audley  
Joseph Munsil, St. Luke's Hospital,  
May 14, a daughter.

A *Spokesman-Review* reporter had obtained the news as soon as the birth was recorded by the attending physician. Today, *The Spokesman-Review* gathers such vital statistics daily direct from the hospitals. The child, whose father had practiced dentistry in Spokane for a dozen years, was named Patrice.

At the age of seven Patrice wanted to be an "artistic whistler."

She was twelve when she took her first vocal lessons from a Spokane teacher, Charlotte Granis Lange. In grade and high school Patrice sang leading roles in operettas. Mrs. Lange saw a future for her pupil as a singer. Thus encouraged, at fourteen, accompanied by her mother, Patrice went to New York to lay the foundations for her career.

Her experiences there were recorded for Inland Empire readers by *The Spokesman-Review's* regular New York correspondent, Eleanor Shaw, who had exceptional experience for handling the assignment. An accomplished pianist, Miss Shaw was a vital factor for many years in Spokane musical circles. After studying under Eugene Bernstein, she won distinction as concert pianist, lecture recitalist, and instructor of the piano. As recording artist with the Aeolian Company she toured the United States, visiting the principal cities of the country during a six-year itinerary. For a season she studied abroad and appeared in recitals in Paris. After going to New York with her mother, in December, 1935, to make her home, she contributed a regular New York letter to the Sunday *Spokesman-Review*. In addition she covered special events with telegraphic dispatches and wrote feature articles. From Eleanor Shaw's correspondence we learn that, on her first trip to New York, Patrice was heard by eminent New York teachers. All of them predicted a brilliant career "if she would work." After hearing her sing, Dr. Elbert K. Fretwell, director of secondary education at Columbia University and formerly a musician, advised: "If she were my child, she would find the best teachers available and develop her voice, learn the languages, study music seriously, read history on the side and add the scientific subjects as she goes along in later years. She has a great voice." This advice was followed.

There was, however, difficulty in finding the right teacher, *The Spokesman-Review's* New York correspondent reported. Finally an appointment was made with William Herman, a graduate of Cornell, who had sung under another name in European opera houses. After hearing "the child" he declared her voice "God-given," an undeveloped natural organ which needed training. If she wished to study with him the next year he would do his best for her.

The following January found the ambitious Spokane girl in Mr. Herman's studio singing scales. Every day she averaged three long classes of training for an operatic career: a voice lesson first, then French with Mme. Maria Savage, for thirty-five years official coach to the Metropolitan stars, or a private lesson with Signorina Stabile, authority on the Italian language.

For a year and a half she studied several times a week with Spadoni, chorus conductor of the Metropolitan, who taught her operatic tradition and acting. She rehearsed opera scores regularly. A course of reading in history, biography, the classics, and English poetry supplemented the musical studies.

Her coloratura voice was her only instrument, *The Spokesman-Review's* reporter pointed out. Its training and her musical development required constant practice, plus perfect health, trained intelligence, and an organized life, which was keyed hourly and daily by her mother and teachers toward a musical career. Patrice was blessed with the right parents, who aided and abetted her latent talent from childhood; the right vocal instructor, who understood her voice as though it were his own; and with opportunities which unfolded at the right time in her life.

In February, 1943, she won finalist honors in the Metropolitan Auditions of the Air and in March was given a contract. Like many of the theatre she made a change in her name, though a slight one, substituting an *e* for an *i*.

Patrice Munsel's debut as an opera star was made in Spokane during World War II, at the Fox theatre in a benefit for the American Red Cross under the auspices of the Spokane Chamber of Commerce. Her second concert, at the State Armory in Spokane two days later, was also a benefit, for men in military service. Her third concert, at Salt Lake City, Utah, August 4, 1943, likewise was for servicemen. On November 9, 1943, she signed a contract with S. Hurok at \$120,000 for three years. She made her New York debut as an opera star at the Metropolitan Opera House, Saturday evening, December 4, 1943, as Philene in *Mignon*, the Ambroise Thomas opera.

*The Spokesman-Review* sent its music critic, Mrs. Mabel Wat-

rous, to New York to cover the *première*. Her telegraphic dispatches supplemented those of Eleanor Shaw and The Associated Press.

AP's John Selby wrote:

Patrice Munsel, Spokane's 18-year-old coloratura, made her metropolitan opera debut tonight with all the glamor stops pulled way out.

It was like another event in Metropolitan history, on February 17, 1926, when another 18-year-old, Kansas City's Marion Talley, made what still is a historical debut. But Munsel sang Philene in Thomas' "Mignon" and Talley Gilda in Verdi's "Rigoletto."

The chief difference was in voice for although Miss Munsel has a pleasant and generally serviceable soprano, it is small and inclined toward shrillness when pushed. The "voice of the century," as Ernestine Schumann-Heink once called Talley's, was warmer, larger and fresher.

Miss Munsel's appearance was charming throughout, and a pleasant change from some rather beefy Philenes of old days. Her acting was likewise competent, insofar as a girl of 18 could be expected to suggest a very naughty actress wandering about Germany and Italy in the year 1790, collecting a new admirer in every stop. And after the famous and difficult Polonaise there was much applause in honor of her youth and charm and pluck.

Both Eleanor Shaw and Mrs. Watrous gave full accounts of the Spokane singer's debut. At the *première* Mrs. Watrous was seated with Madame Pons, mother of Lily Pons, who made her Metropolitan debut in 1930. And as *Newsweek* said, "Much as Miss Pons might like to, she cannot indefinitely handle the entire bravura repertory—and two petite vocal acrobats are obviously safer and better than one." *The Spokesman-Review's* reporter recorded various details and incidents she felt would be of interest to the folks back home. For example:

Dressed in black with lace mantilla falling from her head, Madame Pons was a stately figure [Mrs. Watrous reported].

"Voulez-vous parler le français?" she asked. When the Spokane music critic shook her head, Madame Pons did her best to make herself understood in English.

"Leelie so wanted to attend Miss Munsel's debut," she declared, "But she was so tired after the performance of Rigoletto last night she had to be put to bed." However, Patrice was wearing an emerald ring and a resplendent crown of brilliants that "Leelie" had worn many times in singing the role of Philene and had presented as a gift to the younger singer from the West.

Never during the entire performance, when Miss Munsel was on the



stage, did Madame Pons take her lorgnette from her eyes [Mrs. Watrous observed]. At the close of the first act she said, "A nice leetle voice. But she is so young! Leelie did not sing when she was only eighteen."

But at the conclusion of the "Titania" aria, which marked the Spokane singer's first triumph in opera, Madame Pons clapped her hands vigorously and shouted, "Bravo! Bravo!"

During her first season, Miss Munsel sang seventeen times at the Metropolitan and six times on a spring tour. During her second season, 1944-45, she sang twelve times at the Metropolitan, appeared on one Sunday night concert, and seven times on tour. She has sung the roles of Rosina in *The Barber of Seville*, Olympia in *Tales of Hoffmann*, Gilda in *Rigoletto*, and was the youngest star ever to sing the role of Juliet in *Romeo and Juliet* at the Metropolitan. Star performer on the "Prudential Family Hour," she has been heard on countless radio broadcasts. She was one among ten outstanding women in 1945, chosen by a poll of women's editors of Associated Press newspapers throughout the nation.

Another Metropolitan Opera star, Anne Bollinger, soprano, was born in Lewiston, Idaho. She studied voice under Bernadine Cornelison in Lewiston and under Myrtle Leonard and Archie Jones at the University of Idaho. Going to New York alone for her first audition in 1944, she failed to land a Metropolitan Opera contract because of inexperience and the lack of wise guidance. But she kept on trying and added to her musical education through study with the great Lotte Lehman and others. Success came to her when she sang the role of Micaela in Bizet's *Carmen* with the Metropolitan Opera Company at the Boston Opera House, March 30, 1949. She replaced Claudia Pinza, the daughter of Ezio Pinza, on short notice and sang the role without formal rehearsal when Miss Pinza fell ill.

Another woman who has brought acclaim to the Inland Empire is Mrs. John Bruce Dodd, of Spokane, founder of Father's Day. As a result of her efforts the first Father's Day was celebrated in Spokane and other Washington communities on Sunday, June 19, 1910. Mrs. Dodd's father was William Jackson Smart, a Southerner who had fought on the Northern side in the Civil War. When she was a child her parents lived with their six children on a farm in the

Big Bend country of eastern Washington, between Wilbur and Creston. Always vivid in her memory was the tragic spring of 1898 when death took her mother. An unseasonable storm was sweeping across the rolling hills and fields, piling up the snow in drifts. One of her brothers, too small to realize the reason for his mother's absence, went outdoors to search for her. The father quickly followed to take the child indoors and, in comforting the lonely lad, found solace for his own grief. Memories of how her father had brought up the motherless brood of six children inspired Mrs. Dodd to establish a day in honor of fatherhood. "He lived by the Golden Rule," she said, "never let a neighbor outdo him in kindness, and taught his children never to accept pay for service rendered a neighbor."

Mrs. Dodd worked tirelessly to put her idea across. Encouraged by her pastor, the Reverend Conrad Bluhm of the Centenary Presbyterian Church, she presented a petition to the Spokane Ministerial Association recommending the setting aside of the third Sunday of June as Father's Day. The petition was approved by the ministers. City and state officials, including Governor M. E. Hay, then gave the plan formal indorsement. *The Spokesman-Review* announced the observance of the day and on its church page for Sunday, June 19, 1910, listed the special sermons honoring fatherhood. Included were the following: Rev. Conrad Bluhm, "The Knighthood That Never Retreats"; Rev. John A. Williams, Swedish Methodist Episcopal Church, "The Value of a Good Father"; Rev. Willis Pettibone, Central Baptist Church, "The Influence of Father." Miss Julia E. Marlow spoke on "Father's Day" at the Union Park Methodist Episcopal Church.

Mrs. Dodd and the Father's Day Association insisted on a dignified, sincere treatment of the idea. Overcoming her natural timidity, the former Big Bend farm girl interviewed influential visitors to Spokane, including Elbert Hubbard, who remained unconvinced that the "Day" was important; Russell ("Acres of Diamonds") Conwell, who was sympathetic; and Sarah Bernhardt, who was enthusiastic. William Jennings Bryan wrote: "There is not, I think, quite as much necessity for the Father's Day as if no Mother's Day

were established," but acknowledged, "There ought to be no rivalry between the two days for both rest upon the same commandment: 'Honor thy father and thy mother.'"

Newspapers, periodicals, and radio stations the country over publicized the day and helped it gain headway. President Woodrow Wilson, at the White House on the third Sunday in June, 1916, pressed a button that started impressive ceremonies in honor of Father's Day at the Interstate Fair Grounds in Spokane. By 1932 Father's Day was observed throughout the nation. The former soldier who had inspired this recognition of fatherhood spent the last days of his life in the Spokane home of Mr. and Mrs. John Bruce Dodd. When his daughter, Sonora, was in the sick room his eyes would follow her. One day he startled her by calling her by her mother's name "Vicky" (short for Victoria), then sensing her thought that his mind might be wandering—although he seldom revealed his feelings—he said, "I know you are not your mother but you are so much like her! Your face is like hers; your voice is her voice; and you do for me the things she would have done."

William Jackson Smart, who had attained a sort of earthly immortality, died December 5, 1919.

Vachel Lindsay, internationally known poet, made his home in Spokane for five years, coming to this city from his native Springfield, Illinois, in 1924. He was frequently in the day's news during those five years. In the early part of his stay he had a bachelor apartment in the Davenport Hotel and was a familiar figure in its lobby.

"A blond man with a certain upward swing to his walk and a certain musketeer flourish in his long arms" is the way Hannah Hinsdale of *The Spokesman-Review* described him. Far into the night he would sit by the lobby fireplace in the Davenport Hotel. Hotel employees took a friendly interest in serving him. Once Wilbur Kirkman heard a waitress at the Davenport say to the poet at breakfast, "Now, drink your coffee before it gets cold."

While in Spokane Lindsay was consulted on pageants, was introduced to dancers who danced his poems. He was invited by schools and colleges to chant his songs. He played poem games with *The*

*Spokesman-Review's* columnist, Stoddard King. Engaged one day he was married the next (May 19, 1925) to Elizabeth Conner, who was a graduate of and later a teacher at the Lewis and Clark High School. The two Lindsay children, Susan and Nicholas, were born in Spokane.

Spokane's "guest poet" contributed feature articles, poems, and reviews to *The Spokesman-Review*. While in Spokane he found the inspiration and leisure to write in their entirety or to complete and improve poems which he had been projecting for years, including some of his masterpieces. Not a few of these were first published in Spokane. Among them was a poem called "Nancy Hanks," first printed in *The Spokesman-Review*. Begun in Shreveport, Indiana, it was finished in Spokane. Different verses dealt with the mothers of Buffalo Bill, P. T. Barnum, Mark Twain, and Abraham Lincoln. The lines to Lincoln's mother follow:

Not always are lions born of lions,  
 Roosevelt sprang from a palace of lace;  
 On the other hand is the dizzy truth:  
 Some treasures wait in a hidden place.  
 All over the world were thousands of belles,  
 In far-off eighteen hundred and nine,  
 Girls of fifteen, girls of twenty,  
 Their mammas dressed them up a-plenty—  
 Each garter was bright, each stocking fine,  
 But for all their innocent devices,  
 Their cheeks of fruit and their eyes of wine,  
 And each voluptuous design  
 And all soft glories that we trace  
 In Europe's palaces of lace,  
 A girl who slept in dust and sorrow,  
 Nancy Hanks in a lost log cabin,  
 Nancy Hanks had the loveliest face.

But while Lindsay wrote some of his best poetry during the period of his Spokane residence, in 1928 his income was only \$1,500, mainly from lectures. With a wife and two children to support he grew melancholy, felt that Spokane was not too friendly. In a bitter mood he wrote in a letter:

The attitude of the Spokane Gentry, who are all millionaires or pretend to be, is that if I be a good boy all my days, maybe I can be a columnist

on the evening paper, or maybe a special writer on the morning paper in the far, far future. They have not the remotest notion that they are insolent. If to cure the evil I modestly submit a clipping from London or New York it is dropped into the waste basket, and I am patronized some more, and told to write like Eddie Guest, and that I am too high brow, and nobody in the whole world understands my exceedingly high-brow poems, and if I am to have a local standing among these millionaires, who consider Eddie Guest a bookworm, I am to stop eccentricities, change my church, my party, my clothes, my wife, my opinions on golf, and write up the president of the National Greeters' Association as he passes through town. . . .

And more in the same vein.

In a more cheerful frame of mind, when he left Spokane in May, 1929, Lindsay told a *Spokesman-Review* reporter, "Never have I known better neighbors, nor do I expect to find better, ever, than those in Spokane."

Back in Springfield his melancholy returned and his own dark spirits matched the spreading gloom of the depression. Developing delusions, he thought he heard voices plotting his death. Owing \$4,000 and down to \$76 in cash, December 5, 1931, he poisoned himself, crying, "They tried to get me! I got them first."

The AP dispatch on the poet's death began: "Death today quelled the leonine roar and stopped the virile pen of one of the unique modern poets of the English-speaking world—Vachel Lindsay."

Several authors have woven the Inland Empire's historical past or its local color into their books. Owen Wister, novelist, lived for a time in the Methow Valley and put some of its characters and background into his novel, *The Virginian*. The book contains the famous line spoken by the Virginian to Trampas, "When you call me that, smile."

Thomas W. Jackson, author of *A Slow Train Through Arkansas*, who was once a brakeman for the O. W. R. & N. between Spokane and Pendleton, said that he got the idea for his narrative from seeing folks buying books on the O. W. R. & N. trains. Wilbur C. Tuttle has written of old-time Montana, Nard Jones of the Walla Walla country and the Columbia River, Elizabeth Marion of the Palouse country, Allis McKay of the Wenatchee apple country, Nelle Portrey Davis of stump ranching near Bonners Ferry, Anita Petti-

bone of Washington territorial days, William L. Stoll of the Coeur d'Alenes, A. J. Splawn of the Indian wars, George W. Fuller of the district's history. Otto Harbach, author of many musical comedies and high in the councils of ASCAP (American Society of Composers, Authors, and Publishers), once taught English at Whitman College.

Charles Hooper, of Coeur d'Alene, Idaho, was reported to have written seventy thousand letters to newspapers. Many of these were printed in *The Spokesman-Review's* "Forum," many in the *New York Times* and other daily papers. Among subjects he dealt with were the following: beards, swindling, social trends, the value of hardship, work, charity, national disasters, types of walks, opening wine bottles, the need for a new church, scientific morality, and the advantages of old age.

Irene Rich, for several years a resident of Spokane, gained fame in motion pictures and has counted 180 movies in which she has appeared. In Spokane she married and divorced Elvo Deffenbach. Also, while here, she met her second husband, Lieutenant Colonel Charles Henry Rich, when he was a captain stationed at Fort George Wright. Lana Turner, another motion picture star, was born in the heart of the Coeur d'Alenes, at Wallace, Idaho.

Several Inland Empire artists have gained national fame. Carey Orr, Lewis and Clark High School student, became cartoonist for the *Chicago Tribune*. John Atherton, another successful artist, lived in Spokane during his grade-school and high-school days, from 1906 to about 1918, when he joined the navy. To this day he remembers the heartwarming encouragement given him by Lillian Avis Howell, a teacher in the Field School, Spokane. Atherton's fine painting of Spokane's Monroe Street Bridge was featured on the cover of *The Saturday Evening Post* for June 12, 1948.

John Clymer, born and raised in Ellensburg, Washington, discovered the beauties of Western scenery while hunting, fishing, and roaming the countryside about that city. His paintings, many of them with Inland Empire backgrounds, have been reproduced in *True, American Magazine, Saturday Evening Post, Cosmopolitan, and Red Book*. He has exhibited with the North West Artists in

Seattle, the Ontario Society of Artists in Toronto, the Royal Canadian Academy in Montreal, and the National Academy of Design in New York, where he is a member of the Grand Central Art Gallery.

Frank J. Gavin, formerly a clerk with the Great Northern Railway in Spokane, was president of this road from 1939 to 1951, when he became chairman of the board. John M. Budd, who succeeded Gavin as the Great Northern's president, was trainmaster of the Spokane Division from 1937 to 1940.

Dr. Wilson M. Compton, member of a family of eminent educators, brother of Dr. Karl T. Compton and Dr. Arthur H. Compton, was president of the State College of Washington at Pullman for six years, from 1945 to 1951. His appointment as staff director of the Advisory Commission on Information was announced at the State Department, Washington, D.C., September 17, 1951.

James T. Babb, born in Lewiston, Idaho, in 1899, is director of the Yale University Library, which is noted—incidentally—for its comprehensive collection of books about the American West.

Lewis B. Schwellenbach spent his boyhood in Spokane and was a resident of this city when President Truman appointed him Secretary of Labor.

Janet Waldo, "Corliss Archer" of the radio stories, is a former Yakima, Washington, girl.

While a resident of Spokane Marvin ("Bud") Ward became National Amateur Golf Champion for the second time in 1941 (the first time was in 1932). He held the title throughout the war and won many other trophies.

These are not all—or nearly all—of the Spokane and Inland Empire people who have made their mark in various lines. Some of the local folks who have won national renown once worked for *The Spokesman-Review* and have been mentioned elsewhere in this book. *Who's Who In America* lists others.

Celebrities who have never lived in Spokane or the Inland Empire, but who come here for personal or professional reasons, get their share of attention from *The Spokesman-Review*. They pose for its photographers, grant interviews to its reporters and feature

writers. Readers are interested in what the noted visitors have to say, whether their remarks are brilliant or banal. These were quoted by *The Spokesman-Review*: Sinclair Lewis, novelist: "In the jungles, men wearing little clothing can't show their bars—the democracy of nakedness is very real." Henry Kaiser, industrialist: "We haven't seen anything in power transmission. New developments will revolutionize the future." Tallulah Bankhead, actress: "Temperament is nothing more than a bad disposition." James A. Farley, former Postmaster General, "Coca-Cola did a terrific job during the war."

Many of the interviews with notables have been conducted by *The Spokesman-Review's* outstanding woman reporter, Margaret Bean, who writes the Sunday column "From The Tree Tops," signed M. B. She has given striking word pictures of many famous persons she has interviewed, including the following: James A. Farley: "A sort of eternal, bald-headed kewpie that everybody loves." The late Charles G. Ross, presidential secretary: "A quiet, poker-faced man who seems like a sad sphinx wearing round-lensed glasses." Tallulah Bankhead: "A thousand restless horses chained to about 5 feet 2½ inches of perfect symmetry." Henry J. Kaiser: "*Fortune* described him as a 'bold and baggy knight with a hell and high water spirit that made a new country yesterday and will make a new world tomorrow.' That is a correct description. Or possibly he could be called a 'bald-headed Paul Bunyan.'"

Not always has Miss Bean been able to obtain a satisfactory interview or any interview at all. Babe Ruth, baseball great, said: "I just can't talk to no jane reporter." Lily Pons, opera star, declared (not without provocation): "I won't be interviewed by God *or* Margaret Bean."

M. B. regards a *wordless* interview as one of the most revealing she has obtained. The occasion was President Harry Truman's purportedly nonpolitical speech in Spokane in June, 1948 (described in the Foreword of this book). Seated on the speaker's platform behind her distinguished father was Margaret Truman, while, among the audience, in front of the rostrum, was Margaret Bean, who previously that forenoon had met and talked with the President's



daughter. Each was aware of the other's presence. Both listened to Mr. Truman's speech intently. Finally, just after her father had made an all too obviously political comment, Margaret, the singer, caught the eye of Margaret, the writer, and gave her a knowing wink.

## CHAPTER XVII

### Mineral Wealth

*With the Discovery of Gold in What Is Now Idaho, Population Starts Flowing Into the Inland Empire—Wealth from Mines Builds Cities and Towns—Mining News in The Spokesman-Review—Development of the Bunker Hill and Sullivan Mine—Labor Wars in the Coeur d'Alenes—Mineral Wealth From Southern British Columbia.*

ON MAY 10, 1861, Indians of the Nez Percé tribe rode their horses along the bank of the broad, swift-flowing Snake River and looked with amazement at a 110-foot steamship churning steadily upstream, black smoke billowing from its tall stack. It was the flat-bottomed stern-wheeler *Colonel Wright*, named after the popular army officer who had made the Inland Empire safe for settlers three years before.

Aboard the boat were some three hundred fortune hunters bound for the recently discovered gold fields in the Clearwater country of what is now northern Idaho. The *Colonel Wright*, built at the mouth of the Deschutes River, had been completed in 1859 in time to serve the hordes of gold seekers pouring into the new gold fields from California, the Fraser River country of British Columbia, and other parts of the continent. Demand for transportation to the newly discovered diggings was so heavy that soon three other steamships, the *Tenino*, *Okanogan*, and *Spray*, were competing for the gold miners' business.

The man who touched off the stampede was an Indian trader and practical placer miner, Elias D. Pierce, who went into the Clearwater River region in August, 1860, with five other men, over the strong objections of the Nez Percé Indians on whose lands they were trespassing. At Canal Gulch one of Pierce's party panned out a few cents' worth of powdery gold, *oro fino*.

This was not the first gold strike in the Inland Empire. The precious metal had been found by Hudson's Bay traders, by Captain Mullan, by members of the British Boundary Commission, but these people had reasons of their own for keeping their discoveries to themselves. The discovery of placer gold near Colville had drawn adventurous settlers into that district in the fifties but it was hard-rock mining in the eighties that resulted in the Colville district's real development. The rush of prospectors into northern Idaho was the Inland Empire's first mining flurry of major importance.

Members of Pierce's party freely told what they had found when they went to the tiny settlement of Walla Walla for supplies in November, 1861, and soon the stampede was on. As a result of this gold rush, several towns were created. One of these, Pierce City, flourished for a time as the county seat of Shoshone County. It was the first seat of local government in either Idaho or Montana. Another new town was Orofino, which boomed for a time and then became a ghost town when the gold played out. New towns sprang up at Elk City and Florence with the discovery of gold at those points.

The gold rush gave the Inland Empire's first town, Walla Walla, a great forward push. Walla Walla, first officially named in 1859, became a trading center for a host of miners. In the first year of the gold rush it is estimated that 25,000 men rode through the town bound for the new diggings. Stores flourished there, and so did gambling houses, saloons, and brothels. For years the little settlement at Spokane Falls looked to Walla Walla for supplies and not until 1880 did Seattle pass Walla Walla in population.

A lusty rival of Walla Walla was Lewiston, founded in 1862 at the confluence of the Clearwater and Snake rivers as a terminus for the steamships and as a supply point for miners. Much of the traffic to the mines went overland along the route of the Nez Percé Trail, a part of which formed the main street of Walla Walla and connected it with Lewiston. Wagons, pack trains, and men on horseback followed the trail up hill and down dale. There were way stations with dance halls at Copeii Falls and Whiskey Creek, about three miles and eleven miles, respectively, from the present town of Waitsburg.

The little settlement at Copeii Falls later moved to Waitsburg and helped give that town its start.

Travel to and from the gold camps was often hazardous. Conditions prevailing at the time were described by Joaquin Miller, noted poet, then known as Charlie Miller. Joining the gold rush into present Idaho in 1862, Miller became a pony express and mail rider between Lewiston and Pierce City, riding the seventy miles along the river and mountainside at breakneck speed. He wrote: "We were often cruel (to our horses) in those hard swift rides, for time was precious and peril awaited on every movement between stations. We always dashed on at a hard gallop, the load of gold dust in the cantinas hanging down on either side of the saddle bow, the reins in the right hand, a cocked revolver in the left."

In the decade between 1860 and 1870 it is estimated that \$70,000,000 in gold was taken from these Idaho placer mines. However, another part of Shoshone County was to produce far greater metallic wealth—the Coeur d'Alene district, about seventy miles north of Pierce.

Both lead and silver were discovered in the Coeur d'Alene Mountains by Andrew J. Prichard, who came into the Inland Empire on foot over the Mullan Road in November, 1878. According to his own written testimony he found the quartz lead known as the Evolution while prospecting along the South Fork of the Coeur d'Alene River. Prichard also told of coming to Spokane Falls early the following year to see Cannon, Warner and Company about a contract to cut some logs for their sawmill. He got the contract and, completing his work in the fall of 1879, returned to the scene of his former prospecting. Putting up a cabin at the site of his claim, he worked in the mine through the winter but made little headway. In February he was successful in finding gold in "Prospect Gulch," a small ravine, and built sluice boxes there in March. He took out some "very nice specimens of coarse gold"—probably the first placer gold in the Coeur d'Alenes.

Later the diligent Prichard discovered gold in Prichard and Eagle creeks. Other prospectors were busy in this region. A new gold rush was touched off by the news of the discoveries printed in the *Spo-*

*kane Falls Review* and other newspapers. Typical item: "On the North Fork of the Coeur d'Alene, placer diggings have been found that prospect \$40 to the pan." Thousands of fortune hunters trekked into the Coeur d'Alenes over the Mullan Road, from the east and from the west. Saloonkeepers brought their rude fixtures and tangle-foot whisky over the rugged mountains. Tinhorn gamblers, adventurers, and riffraff of every description filled the camps, while the campfires of the hardy prospectors could be seen in every valley whose sand gave a "color" when washed.

How easily one could get from Spokane Falls to the new gold fields was emphasized in the advertising of the stage line. The following ad appeared in the *Spokane Falls Review* for November 25, 1885:

Stage Line for Coeur d'Alene Gold Mines

Stage leaves Spokane Falls at 6 o'clock a.m. Monday, Wednesday and Friday—make connections with steamer same day which leaves Coeur d'Alene at 1 p.m. going through to Mission—connecting with line of stages for Kingston, Beaver, Myrtle and Murray.

In 1888 the Northern Pacific Railway bought the transportation system D. C. Corbin had built into the Idaho Panhandle, but the N. P. abandoned the narrow-gauge line above Mission after building a standard-gauge line into the Coeur d'Alenes from the east. The Union Pacific built a railway into the Coeur d'Alenes from the west. Both of these links with the outside world were completed in 1891. Rail transportation immediately speeded up development of the rich silver- and lead-producing ledges and veins in the Coeur d'Alenes, and later the district's zinc. The first lead-silver mine in this district, the Tiger, was located May 2, 1884, on a tributary of the South Fork of the Coeur d'Alene River. The same year was noteworthy for the discovery of other mines which became great dividend producers—the Poorman, San Francisco, Gem of the Mountains, Gold Hunter, Morning, Polaris, and others. Also in 1884 the "Yankee" lode was located, although it first became profitable forty-five years later. Developed as the Sunshine, this mine has

ranked, since 1930, as the largest single lode producer of silver in the world. It has paid over \$25,000,000 in dividends.

In 1885 came the discovery of an even more productive mining property, the Bunker Hill and Sullivan, the source of hundreds of news stories in *The Spokesman-Review* and predecessor newspapers. This mine has had a marked effect on *The Spokesman-Review's* home city. Here are the high lights in the colorful history of this mine.

Times were dull in the little mining town of Murray in the summer of 1885, for although it had supplanted the town of Pierce as county seat of Shoshone County earlier that year, the placer mines roundabout were playing out. Among those who felt the pinch were Dr. John T. Cooper, a retired medical officer, formerly with the British Navy; Origen O. Peck, a building contractor; and Noah S. Kellogg, an unemployed carpenter—all in their sixties. Late in August, Kellogg, hungry and penniless, was trailing Peck for a job or handout and found him in Dr. Cooper's office. Cooper and Peck agreed to grubstake Kellogg for a gold-hunting expedition. The three moved on to the general store of Jim Wardner, shrewd businessman and practical miner, to order supplies. As cash was short, they bought the necessary supplies on credit, including the traditional bacon, beans, sugar, coffee, and flour. Also—for three dollars—they bought a jackass, to carry the duffel, and the aging carpenter set out hopefully for the mountain wilderness, leading the patient burro. The total value of Kellogg's grubstake was \$22.85, of which only \$2.40 was ever actually paid.

After several weeks of prospecting, Kellogg returned to Murray without his long-eared companion, which had gotten loose and wandered away. With him the prospector had samples from an iron-capped quartz ledge he had discovered in Milo Gulch, near the present town of Kellogg, but no gold. The ore specimens were new in that district and after getting them appraised by a miner who declared them worthless, Dr. Cooper soundly berated Kellogg for not confining his prospecting to gold quartz. The former carpenter left the doctor's office cordially disliking the ex-naval officer and firmly believing that the grubstake partnership was dissolved.

Still hopeful, Kellogg showed his specimens to a middle-aged acquaintance, Phil O'Rourke, who had once worked in the mines of Colorado. O'Rourke recognized the specimens for what they were—galena ore. The Irish miner had a partnership arrangement with Jacob ("Dutch Jake") Goetz and Harry Baer, owners of a combination store and saloon in Murray and both deeply interested in mines and mining.

On the urgent advice of O'Rourke, Dutch Jake made a grubstake deal with Kellogg. Early next morning, with an outfit provided by the saloonkeeper, the carpenter-pro prospector and Phil O'Rourke left for the scene of Kellogg's discovery, packing tools and supplies on their backs. While trudging along, they came upon the burro that had wandered away from Kellogg's camp a week or so before. O'Rourke captured the animal and the weary prospectors gratefully transferred their heavy packs to the back of the donkey. Later, while prospecting up a hill some 750 feet from the South Fork of the Coeur d'Alene River, O'Rourke came upon a large body of solid galena. He put up a notice calling the discovery the "Bunker Hill," after the famous battle of the Revolutionary War, and signed Kellogg's name as the discoverer and his own as witness.

That night he and his partner talked things over beside their campfire. Both were determined to keep Cooper and Peck from receiving any share in their discovery; so early the next morning they returned to the claim, tore down the first location notice, leaving it on the ground, and posted a new notice in the name of Phil O'Rourke, locator, but with a secret understanding that Kellogg was to have a half interest.

Returning to Murray, O'Rourke reported what had happened to Jacob Goetz, and gave the saloonkeeper directions as to how to find the claim. That night with a heavy rain falling and in pitchy darkness, Dutch Jake and "Con" Sullivan, a friend of his, started out to the new Eldorado. Locating the extension of the Bunker Hill vein, they called it the Sullivan, in honor, they said, of the celebrated prize fighter.

When the news got abroad that Kellogg had, in fact, discovered ore deposits of unquestioned value, Cooper and Peck took notice; for

hadn't they financed the expedition on which the old carpenter had located the mine? What if he had discovered galena instead of gold? On the basis of their grubstake, including the donkey, they sued for a share in the mine.

The case was tried in Murray before District Territorial Judge Norman Buck and a jury. Introduced as evidence was the original location notice. The part played by the jackass, brought into the lawyers' arguments more than once, resulted in much mirth in the courtroom. Defense attorneys stressed the trifling sum Cooper and Peck had paid out to finance Kellogg's prospecting trip. The jury, made up of miners friendly to the prospectors, found against the plaintiffs. However, Judge Buck took the case from the jury and reversed their decision. He held that Cooper and Peck, as original owners of the jackass, were entitled to a half interest in the Bunker Hill and a quarter interest in the Sullivan claims.

The case was appealed to the supreme court of Idaho Territory. While it was pending, development of the mine was started by Jim Wardner, in whose store the original grubstake had been bought. Wardner found a buyer for the mine, Simeon G. Reed, a Portland capitalist. As regards the price paid, Jacob Goetz told a *Spokesman-Review* reporter: "We compromised by paying Cooper and Peck \$76,000. Harry Baer and I, who were partners in all our mining operations, got \$200,000 cash in one lump for our interests. Phil O'Rourke got over \$200,000. Kellogg got \$300,000. Con Sullivan got \$75,000 and Alex Monk, partner of O'Rourke's, got \$75,000. Attorneys received substantial cash payments or stock in the mine."

The amounts paid, large as they were, seem small compared to the earnings of this phenomenal mine. Up to 1946 the Bunker Hill and Sullivan yielded over \$60,000,000 in dividends, or better than a million dollars a year for each year of its productive life. In the production of lead and zinc combined it is the largest single lode mine producer in the United States.

Many other rich lode mines were developed in the Coeur d'Alene district. August Paulsen, milkman, snowballed a five-hundred-dollar investment in the Hercules mine into a fortune that built first an eleven-story office building and then the nineteen-story Paulsen



Medical and Dental Building in Spokane. L. W. Hutton, a locomotive engineer, also profited from his Coeur d'Alene mining investments. With his dividends he built a handsome office building in Spokane and, in the Spokane Valley, constructed a group of home-like dwellings, the "Hutton Settlement," where homeless boys and girls have the privileges denied Hutton when he was orphaned at the age of six.

Various lines of trade and commerce followed in the wake of mining. For example, in 1889, Charles M. Fassett, a former New Yorker, later Spokane's first mayor under the commission form of government, established an assaying and chemical business in Spokane Falls. His company's service included metallurgical designing and construction of machinery for the extraction of ore. Going far afield for business, Fassett built, in 1900, in Korea, near the Manchurian frontier, the first cyanide gold mill ever erected in Asia.

Scores of other individuals who made their stake in the mines and came to Spokane to live gave the city color and character, changed its sky line. After the big fire, Jacob Goetz and Harry Baer, inseparable as the Smith Brothers, erected a fifty-by-one-hundred-and-fifty-foot tent on Riverside Avenue in Spokane Falls. Here food and liquor were served, games of chance played. On June 14, 1890, the partners opened a new place of business to supersede the tent, an elaborate, ornate, roomy saloon, restaurant, theatre, and gambling establishment, named—needless to say—the Coeur d'Alene. Panels of stained glass presented pictures of the famous mining district, including one of the famous jackass. When prohibition came, the Coeur d'Alene's proprietors strictly obeyed the law.

*The Spokesman-Review* and its predecessor newspapers extended service to the vigorous new mining communities. These newspapers had agents and regular correspondents in the Coeur d'Alenes, and they sent reporters to the mining towns to cover the bigger developments. The constant flow of news and articles from the district was one of the factors which gave *The Spokesman-Review* individuality—made it different from dailies published in Des Moines, Oakland, New Haven, Milwaukee, or any other city. Among the most sensational of its mining stories have been those dealing with the fierce

disputes over wages and working conditions which flared up between mineowners and miners in the Coeur d'Alene mining district. Early episodes in the story, extending over a decade and a half, were reported by the *Review* and *The Spokesman* when they were separate papers, while later developments were covered by *The Spokesman-Review*. The following summary of the long struggle, from the pages of these newspapers, suggests the gripping character of the news from the northern Idaho mining centers:

#### LABOR WARS IN THE COEUR D'ALENES

Labor organizers from Butte, Montana, came into the Coeur d'Alenes and a Consolidated Miners' Union was organized in the fall of 1890. A mineowners' Protective Association was formed the following year. Prices for lead and silver were steadily falling. Nevertheless, the central committee of the union demanded a wage rate of \$3.50 per day for all men underground and at short hours: that was to say, ten hours for the day shift, nine hours for the night shift, with an hour less for each shift on Saturdays. The union objected to the enforced collection of hospital dues, to high prices at company stores and lodging houses. The mineowners shut down all mines in the Coeur d'Alenes and when they reopened, replaced the union men with strikebreakers.

Among the union members not a few were desperate characters, bushmen from Australia, gold hunters from California and cowboys from Wyoming and Mexico, discharged soldiers and guerrilla fighters of the Civil War, lumberjacks from the backwoods of Michigan and Quebec. With growing bitterness these turbulent spirits watched the nonunion men coming into the district until all of the important lead- and silver-producing properties were again going full blast. As the strikebreakers passed back and forth to work, they were the target for abuse and taunts from the idle miners. Fist fights were frequent.

On Sunday evening, July 10, 1892, union men began to arm themselves and assemble at Gem from all parts of the Coeur d'Alenes. Early next morning detachments of ousted miners com-

menced firing on the guards and workmen at the Frisco mine and mill. They ran giant powder down the penstock into the Frisco mill and blew it to pieces. The men in the adjoining mill building were taken prisoner and marched to the miners' union hall under heavy guard. Meanwhile the strikebreakers at the Gem mine had barricaded themselves. After the union men had shot and killed one of their number, as he was proceeding to his boardinghouse, employees at the mine opened fire and killed two union men. In all, five men were killed in the combat.

As night approached the rioters took possession of some Northern Pacific cars and went down to Wardner in a body. Breaking open a powder magazine they placed a ton of giant powder, with fuses attached, in the Bunker Hill and Sullivan concentrator. Next morning the rioters gave the mine manager the choice of getting rid of his strikebreakers by Wednesday noon or having his mine blown up. When in full operation, the Bunker Hill and Sullivan mine employed one thousand men. Its output was seventy-five tons of concentrates daily. At eight o'clock that night this great property, and all the other large mines of the Coeur d'Alenes, were in the hands of the union miners. The strikebreakers in Wardner left on that or the following day by the O. R. & N. Others from Canyon Creek went out by the N. P.'s narrow-gauge line to the steamboat landing at Mission. Here a number of refugees, probably 175 in all, waited for the steamer to take them to Cocur d'Alene across the lake. The boat was delayed. Suddenly a group of union men (or their sympathizers), some walking and others on horseback, made their appearance and began firing on the strikebreakers. When the nonunion men fled for their lives, they were ordered to halt. Those who did so were robbed of their money and valuables. Some fled up Fourth of July Canyon. Others swam the river or concealed themselves in the brush. When the steamer arrived, ten hours late, it picked up the fugitives wherever they stood, appealing for help.

A call was immediately made for troops and martial law was declared by Governor Norman B. Willey. Soldiers came in on both the eastbound and westbound trains. The union men took to the hills. In a short time, however, about four hundred of them were ar-

rested. By the end of the month, all of the large mines again were running with nonunion men. Ore was being shipped.

Twenty-five of the union miners were taken to Boise for trial. A number of these were convicted and sentenced to six months imprisonment in the state penitentiary, but they were regarded as heroes in their home towns and were lionized on their return. A few were tried at Coeur d'Alene for conspiracy. Four of these were given two-year sentences in the Federal penitentiary at Detroit.

Leading witness for the state in these trials was John Kneebone, one of the strikebreakers who was shot and wounded at Mission while waiting to leave the country. After things had quieted down, Kneebone returned to the Coeur d'Alenes and got a job in the blacksmith shop of the Gem mine on Canyon Creek. On the afternoon of July 3, 1894, a band of armed and masked men, some forty or fifty in number, suddenly appeared at this mine and came upon Kneebone at his forge. The blacksmith turned and ran. Two of the masked men fired at him as he reached the street and he was killed by one of the shots. Apparently this incident disarranged the plans of the masked men. They contented themselves with taking as prisoners the superintendent of the mine, the foreman of the mill, and two of the workmen. They marched their prisoners through the Canyon Creek settlements and along the main street of Burke.

At Gem the deputy sheriff called upon his fellow citizens to assist him in stopping the unlawful procedure. No one volunteered. Alone, he approached the mob and remonstrated with them but rifles were leveled at him and he was warned back. At the Montana line the four captives were turned loose with orders not to return if they valued their lives.

Two weeks afterward a special grand jury was called at Murray to investigate Kneebone's death. The grand jury summoned persons they had reason to believe had seen and could identify the culprits. There was scant testimony to justify an indictment. In a statement to Judge Julius Hollerman, the jury expressed regret that either the reign of terror existing on Canyon Creek or sympathy with criminals prevented bringing the murderers to justice.

At about this time the Hunter mine at Mullan resumed work

with a reduced wage rate and reduced rates of board. On May 5, Thomas Heney, president of the Burke Miners' Union, told Martin Curran, superintendent of the Hunter, that unless he raised the wages of the men to \$3.50 per day for all men working underground the union miners from Canyon Creek would march over to Mullan, shut down the mine, drive out or kill Curran, and probably blow up the mill with dynamite. Curran telegraphed the company officials at St. Paul for instructions. They ordered him to close the mine.

In December, 1897, Frederick D. Whitney, foreman of the Helena and Frisco concentrator, discharged two of the old employees. A story was started, and spread rapidly, that he was going to discharge all of the older workers and fill their places with men from Butte. Late on the night of December 23, armed, masked men went to the room where Whitney lodged and pulled him out of bed. His companion, assayer of the company, was made to stand with his face to the wall while Whitney dressed. There were several rifles in the room. Two of these were given to Whitney to carry. Taking the mine foreman outside, his captors—sixteen in number—marched him down the railway track along the main street of the town for a distance of over half a mile. In a dark spot below town their prisoner thought he saw a chance to escape. Dropping the guns he started to run. A volley was fired and Whitney fell with a bullet through his thigh. Taken to the hospital that night, he died Christmas morning. After consulting with the coroner, members of the miners' union held a so-called inquest. Verdict: "Gunshot wound at the hands of parties unknown."

A reward of \$15,000 was offered by the mineowners for the arrest and conviction of the guilty men. Governor Frank Steunenberg added \$1,000 for each one convicted. Not a single arrest was made. All knew that the conviction of any man in the courts of Shoshone County, where the labor question entered into the case, was impossible, while death would probably be the lot of the man who made the complaint on so grave a charge.

Open warfare again broke out in April of the following year, 1899. Recognition of the miners' union by the Bunker Hill and Sul-

livan mine was the main point at issue, as the owners agreed to an increase in wages. Neither side would yield an inch.

"We will make no concessions," said Ed Boyles, president of the miners' union.

"Rather than recognize the miners' union we will shut down and remain closed for 20 years," countered Superintendent A. Burch of the Bunker Hill and Sullivan. Depending on the Federal government to protect them from damage to their property, the mine-owners posted a white sign at the edge of their grounds. It read: "No trespassing."

On the forenoon of April 29, 1899, there were evidences that hostilities were brewing. Virtually the whole membership of the Coeur d'Alene miners' unions, about 1,200 men in all, gathered in Wallace. Here they held up the crew of a Northern Pacific train and, taking possession of the train, ordered the engineer to run it down to Wardner, site of the Bunker Hill and Sullivan mine, twenty miles away. Tipped off by a telephone message from Wallace as to what was afoot, members of the union at Wardner were milling around the main street of town in groups of three to ten. The men carried guns and masks hastily tied in newspapers. At 11:40 o'clock a cloud of white smoke around the curve in the railway track told these watchers that the train was coming. It was hardly more than moving when it came into sight from behind the curve. Composed of ten freight cars and a passenger coach, it held men wherever they could stand or hang on, even over the engine and tender. With a yell of defiance the rioters jumped from the cars. About a third of the men were masked and armed with rifles. A boxcar was opened, disclosing a ton and a half of dynamite taken on en route from an explosive storage magazine. Swiftly the rioters bore the boxes down the track toward the mill.

They met with no opposition. The mine manager had told the mill hands to abandon the mill and look out for themselves. An advance guard riddled the building with rifle bullets. They were joined by about 140 other union miners, armed with rifles and representing the unions of the various mining towns. The leaders had called on each union by name to aid in the work of destruction.

Meanwhile, another group of rioters had crept along the hillside above the flume, unobserved by the larger crowd of dynamiters. The group on the hillside fired a few shots at the concentrator and in an instant were answered by the main body of rioters, who mistook them for Bunker Hill men. John Smyth, one of their number, fell dead with a bullet through his chest.

The grounds about the concentrator and the office building swarmed with men armed with rifles and dynamite. Swiftly they carried the dynamite into the mill and office. By now flames were shooting from the company's boardinghouse and bunkhouse.

"Fire!" was called and the rioters retired to a safe distance. A few minutes of suspense and the concentrator went skyward in fragments, accompanied by a cloud of dust and smoke and followed by a roar that shook windows and echoed throughout the narrow mountain valley. Then the whole roof of the office building rose in the air. The company's safe and fireproof vault were broken to bits. The great Bunker Hill mill, worth \$200,000, was utterly destroyed. Two men were murdered.

Governor Steunenberg telegraphed to President William McKinley for military forces to suppress the insurrection and issued a proclamation putting Shoshone County under martial law. Troops poured in. First to arrive were the blue-uniformed Negro soldiers of Company M, Twenty-fourth Infantry, most of whom had seen service in Cuba. They started at once to arrest the men believed to have had a hand in blowing up the Bunker Hill mill. Many of the suspected miners had fled to the hills. Captain Batchelor put a squad of his colored fighters at the command of the constables. Up to the head of the gulch near Wardner marched the pursuers. Then, turning back, they began a methodical search of every point where men might be in concealment. The sight of the dusky soldiers' glistening rifles was generally sufficient to make the fugitives meekly surrender when overtaken.

Lined up two abreast and closely guarded, the captives were marched back to town in bunches of twenty and thirty. There they were turned loose in a vacant lot and kept under guard until about five o'clock when they were transferred to the loft of a near-by barn.

By the evening of May 7, 518 prisoners were counted. One hundred and fifty from Mullan and Gem were imprisoned in boxcars. The other 368 were kept under guard in the barn. Later the prisoners were transferred to a barbed-wire stockade or "bull pen." The treatment accorded them was the subject of a congressional investigation.

With the district under military rule, most of the mines resumed operation. For a year and a half men desiring employment in Shoshone County mines were required to secure a permit from a representative of the state. To get this permit a miner had to make affidavit that he had never been a member of the union or that he had left it and would not join again.

The sheer number of prisoners made it impractical to prosecute them all. Most were released. The leaders were taken to Boise where they were tried and convicted. Each was given two years in the Federal penitentiary at Detroit and each served about eight months of the sentence.

By taking a strong stand for law and order, *The Spokesman-Review* earned the hatred of the union miners throughout the Coeur d'Alenes. For a long period the newspaper was boycotted by the union miners in that district. *The Spokesman-Review's* unqualified disapproval of the union's methods was stated repeatedly. Typical was an editorial in *The Spokesman-Review* for July 2, 1899, when sentiment for the miners' union was at fever heat. This editorial was in answer to a Missoula, Montana, correspondent's question: "Are you for the corporations and against the unions, or where are you?" *The Spokesman-Review's* reply included these statements:

Corporations and labor unions are alike, organizations formed for the benefit of those who constitute them, be they stockholders or members. The Spokesman-Review is for them both provided they are organized for legitimate purposes, obey the laws and live within the rights the state has accorded them. . . .

There are some labor unions in which The Spokesman-Review does not believe, just as it does not believe in some corporations which are arrogant, grasping, oppressive and indisposed to accord fair treatment to the people. The Coeur d'Alene miners' union is one of them. That organization has kept the Coeur d'Alene mining district stirred up and on the verge of out-



break for eight or ten years, has become a public nuisance and ought to be suppressed as such. It has been made up of a lot of denationalized people who have no respect for country, law, order or the rights of life or property. As an association it has thrown discredit on union labor everywhere, because it has been run on ideas of anarchistic intolerance, and not according to orderly, common sense fair dealing, and the best notions of civil and political morality. Such a union is as much of a menace as is a modern trust organized to corner a necessity of life and hold the public at its mercy.

Threats were made against Governor Steunenberg, identified with martial law in the Coeur d'Alenes, the "bull pen," and the refusal to give work to any member of the miners' union. These threats were remembered six and a half years later, after Steunenberg had left the governor's chair and retired to his home in Caldwell, Idaho. On the evening of December 30, 1905, when he opened the gate leading to the back door of his home, some contrivance exploded a dynamite bomb that mangled him fatally. Albert E. Horsley, alias Harry Orchard, a professional dynamiter, was charged with the crime. Strongly suspected of instigating the murder were three executive officers of the Western Federation of Miners, George A. Pettibone, William D. Haywood, and Charles H. Moyer, then residing in Denver. Arrested without warrants these men were transported to Idaho without extradition papers. After several weeks in prison, Harry Orchard confessed to setting the murderous bomb. He implicated Pettibone, Haywood, and Moyer in Steunenberg's murder and other outrages.

Defended by Clarence Darrow, Pettibone and Haywood were acquitted. Charges against Moyer were dropped. Harry Orchard was convicted of ex-Governor Steunenberg's murder and sentenced to hang, but his sentence was commuted to life imprisonment.

Labor troubles in the Coeur d'Alenes flared up intermittently, but since the close of the first World War, with a more conciliatory attitude on the part of the mineowners, and higher wages and better working conditions for the miners, relations between miners and employers in this district have been generally harmonious.

The production of mineral wealth in the Coeur d'Alenes has continued on a fabulous scale. Among the leading silver mines of the

United States, six of the top producers are located here. In 1940 the combined lead output of the three largest producers, Bunker Hill and Sullivan, Morning, and Hecla, was 138,817,322 pounds, or 66 per cent of the state total.

Although overshadowed by the great flow of mineral wealth from a concentrated area in the Idaho Panhandle, the production of the more scattered eastern Washington mines has been an important factor in the Inland Empire's development. There are active mining districts in Chelan, Ferry, Kittitas, Okanogan, Pend Oreille and Stevens counties.

Lode mining in Washington began with the discovery of the Old Dominion mine, seven miles from Colville, on April 12, 1885, and this discovery helped make that town prosperous. In 1940 the entire Inland Empire, south of the international boundary, produced 164,300 ounces of gold, 17,434,223 ounces of silver, 24,938,400 pounds of copper, 217,247,760 pounds of lead, and 150,478,000 pounds of zinc, with a total value of \$41,313,796. World War II skyrocketed the value of the district's metals.

Mining developments in southeastern British Columbia have paralleled those south of the international boundary. Geographically, southeastern British Columbia is part of the Inland Empire. In the eighties and through the nineties a major part of the mining development in southeastern British Columbia was engineered by Spokane men, with English investors following where the Americans pioneered.

Lode mining in the Nelson, British Columbia, district began with the discovery, in 1886, of the Silver King mine on near-by Toad Mountain. Incorporated with three other claims, it was sold in 1893 to the Hall Mines, Ltd., of London, England, for over a million dollars.

The Le Roi mine on Trail Creek, near Rossland, British Columbia, located in 1888, was developed by a group of Spokane men headed by George Turner, later United States senator from Washington and appointed by President Theodore Roosevelt to serve with Secretary of War Elihu Root and Senator Henry Cabot Lodge

as a member of the Alaska Boundary Tribunal. Other Spokane men in this venture included Isaac and Valentine Peyton, Colonel W. H. Ridpath, and Frank H. Graves. They sold the *Le Roi* to a British syndicate for four million dollars. In 1897 Turner, Ridpath, and Graves used fifty thousand dollars of these winnings to buy the *Seattle Post-Intelligencer*, selling it two years later at a big profit to a fellow Spokane citizen, Senator John L. Wilson, who was financed by James J. Hill.

In the summer of 1891 prospector Andy Jardine located a mining claim, the Kaslo, between Lake Kootenay and the Arrow Lakes in British Columbia. When he rode into Spokane that August and showed his specimens of silver-lead ore, he pulled the trigger on a stampede into the neighbor country which fanned out from Lake Kootenay into the Slocan district. Here the prospectors found rich veins of silver-lead, some laid bare by erosion, a mile or more above sea level.

Three Spokane men who had made big money from the Gem mine in the Coeur d'Alenes and from the War Eagle at Rossland, British Columbia, extended their activities to the Slocan district. They were Patrick ("Patsy") Clark, a native of Ireland who had been mine foreman for Marcus Daly in Butte and Anaconda, Montana, for seven years; John A. Finch, born in Cambridgeshire, England; and A. B. Campbell, born in Salem, Ohio, and on his own since the age of fifteen. Their Enterprise and Standard mines, in the Slocan district, added greatly to their wealth.

The Sullivan mine at Kimberley, British Columbia, forty-seven air miles north of the international boundary—and not to be confused with northern Idaho's Sullivan mine—has the largest proven deposit of lead-zinc in the world. Its ore, including many precious metals, is measured not in feet but in acres. Canada's Sullivan mine was discovered in 1892 by Walter C. Burchett, who grew up in Spokane Falls after his family moved to the Northwest from Kansas. George Turner was president of the group that pushed its early development. The Sullivan for a time was operated by the American Smelting and Refining Co., but in 1910 it was acquired by the Consolidated Mining and Smelting Co. of Canada, which al-

ready was operating copper-gold mines at Rossland, a lead-zinc-silver mine at Eugene, East Kootenay, and a smelter and refineries at Trail, British Columbia. The largest producer of nonferrous metals in the British Empire, Consolidated's production, up to the end of 1950 was more than \$1,276,872,000.

At the turn of the century Jay P. Graves, of Spokane, organized a company at Montreal to build a smelter for the treatment of ores from the Old Ironside and Knob Hill mines in the Boundary Creek district of British Columbia. The development, known as Granby, brought into being the most productive copper mine in Canada and increased his personal fortune from virtually zero in the depression year of 1894 to around half a million dollars.

A substantial part of the millions received by Spokane men from their British Columbia mining ventures was invested in Spokane property and industries. Many of Spokane's finest homes, the Peyton and Columbia office buildings, and the Ridpath Hotel were constructed with money made from British Columbia mines.

An important factor in the region's mining development, both north and south of the international boundary, has been the integration of the mines into strong mining corporations. Great flotation plants, mills, concentrators, and smelters have been built. One smelter in the Coeur d'Alenes covers thirty acres of land. A new unit costing approximately one-half million dollars was added to the Bunker Hill smelter at Kellogg in 1940 to produce metallic antimony. New processes, such as block-caving, have been introduced. Several of the largest mining companies have been doing exploratory work.

From the standpoint of news service, circulation, and advertising, the mining industry has been of vital importance to *The Spokesman-Review*. Sales to miners have added to Spokane's position as a retail trading center and wealth from the mines has given the Inland Empire its standing as a potential market with advertisers.

W. H. Cowles, Sr., gave personal attention over the years to *The Spokesman-Review's* coverage of mining news. He insisted that the coverage of mining developments be thorough, and he also made sure that the mining news was carefully written and edited. He was de-

terminated to keep from the columns of *The Spokesman-Review* any articles that might lead to unrestrained mining-stock speculations.

Promotion for *The Spokesman-Review* has consistently emphasized the importance of the mining industry to this newspaper's field. The romantic beginnings of the Bunker Hill and Sullivan have been featured in trade-paper advertising. A booklet, published in 1927, gave a complete list of *Spokesman-Review* subscribers in Kellogg, Idaho. A series of data books have contained detailed information about the Inland Empire's mining industry and *The Spokesman-Review's* circulation in the mining communities. *The Spokesman-Review's* sound-color motion picture, "Spokane and Its Inland Empire," showed and described mining operations in the Coeur d'Alenes. Kellogg and Wallace have been included in cross-section consumer surveys of the Spokane Market, made by R. L. Polk & Co., and also in retail grocery and drug dealer "brand check" studies conducted by *The Spokesman-Review*.

In the early days it was an achievement for Spokane's morning newspapers to reach the more remote mining towns on the day of publication but, with the advent of good roads and motor trucks, for a quarter century or more *The Spokesman-Review* has given pre-breakfast carrier delivery to the Coeur d'Alenes, the Pend Oreille, Metaline, Colville, and Okanogan districts, the mining centers of British Columbia, and other mining communities within a 150-mile radius of Spokane.

## CHAPTER XVIII

# A Colorful Century of Lumbering

*Importance of the Lumber Industry to Spokane and the Inland Empire—Its Beginning and Development—Building of a Company Town, Land Frauds, and the Forest Fires of 1910 as News Stories—Making Timber a Perpetual Crop by Means of Selective Logging, Tree Farms, and by Guarding Woods From Fire and Pests.*

THE FIRST CIVILIZED MEN to make use of Inland Empire timber were members of the Lewis and Clark expedition, on their westward journey in 1805.

At the fork of the Clearwater River, in what is now the Idaho Panhandle, trees were made into canoes that carried the "corps of discovery," including Sacajawea, her papoose, York (the Negro), and Scannon (the dog), the remaining five hundred miles of their journey to the Pacific Ocean.

When the explorers came along the Lolo Trail they traversed the section which is now acclaimed to have the largest stand of white-pine timber in the world. E. F. Rapraeger, chief forester for Potlatch Forests, Inc., says that the forests were then very young. The whole area had evidently been burned over a few years previously. The trees being harvested by Potlatch Forests in this section today range in age from 135 to 160 years—principally about 140 years. The expedition diaries give a record of the timber through which the explorers passed, the first written account of a great Inland Empire asset. Meriwether Lewis wrote, on September 9, 1805: "The timber . . . is almost exclusively pine, chiefly of the long-leaved kind, with some spruce, and a species of fir resembling the Scotch fir." September 14: "The mountains which we crossed to-day were much more difficult than those of yesterday; the last was particularly fatiguing, being steep and stony, broken by fallen timber, and

thickly overgrown by pine, spruce, fir, hachmatack, and tamarac." September 15: "On leaving this spring this road continued as bad as it was below, and the timber more abundant." September 16: "At noon we halted. . . . We here encamped in a piece of low ground, thickly timbered. . . ." September 19: "We went up it [Hungry Creek] on a course nearly due west, and at three miles crossed a second branch flowing from the same quarter. The country is thickly covered with pine timber, of which we have enumerated eight distinct species." September 20: "A beautiful open plain, partially supplied with pine, now presented itself." September 21: "The arbor vitae [*Thuja occidentalis*] increases in size and quantity as we advance, some of the trees we passed to-day being capable of forming periogues at least 45 feet in length." September 25: "He [Captain Clark] now crossed the south fork [main stream of the Clearwater or Kooskooskee], and returned to the camp on the south side, through a narrow pine-bottom the greater part of the way, in which was found much fine timber for canoes."

When the expedition left the two streams which joined to form the Lochsa and ascended the ridge to reach the apex between the Lochsa and North Fork of the Clearwater, they went through a virgin forest of cedars. These trees were several hundred years old when the expedition passed and they are standing today. Many of them are too large for two persons, with their arms outstretched, to reach around them.

The fur traders who followed Lewis and Clark found an abundance of trees for their log cabins, forts, and stockades. In the winter of 1825-26, the Hudson's Bay Company fur traders at Spokane House made three forty-foot boats, whipsawing the needed boards from giant cedars. The missionaries, both Catholic and Protestant, who came to the Inland Empire in the 1830s and 1840s, felt the need for lumber for their homes and mission buildings. A traditional method for making boards, widely used by the pioneers, was pit sawing, with one man below the log and one above, pulling a crosscut saw up and down. In 1840 a crude but practical sawmill was erected by the Reverend Henry Spalding, missionary to the Nez Percé Indians. On April 1, 1840, he wrote in his diary: "The saw cuts today

through the first board. Thank the Lord for this great favor. May this mill prove an important means of settling people on their lands." That is the first record of a board being cut by power-operated machinery in the Inland Empire.

In 1844 Dr. Marcus Whitman built a sawmill on Mill Creek, in the Blue Mountains, twenty miles from his mission, and he soon had forty thousand feet of lumber stacked up for use. That is a lot of boards, for a "foot" of lumber is a board twelve inches square and an inch thick, or its equivalent. In what is now Montana, a sawmill was built at St. Mary's Mission by Father Anthony Ravalli shortly after his arrival from Colville in 1845. He had studied mechanics as well as theology, art, and medicine in his native Italy. Four wagon tires, welded together, furnished the crank. By means of filing and hammering, a fifth wagon tire was transformed into a saw. In 1856-57 a sawmill was built on the Colville River, three miles below the spot where the United States Fort Colville was constructed in 1859.

In the sixties sawmills were taken into the Clearwater mining district to supply the demand for lumber in the new settlements. A small sawmill was built on the Touchet River at Waitsburg in 1861 and another at Lewiston shortly after its establishment in 1862. The Walla Walla country, in those early days, had its lumber, principally yellow pine, cut in the Blue Mountains and delivered to Dayton in a flume several miles long. In 1866, according to a memorial to Congress by the Washington territorial legislature, the Walla Walla Valley had six sawmills and two planing mills.

As was brought out in the Prologue, the town of Spokane Falls received its initial start—not from the fur traders, miners, missionaries, or the United States Army—but from the building of a small sawmill on the banks of the Spokane River in 1872. The erection of that little mill marked the beginning of an industry which has operated continuously in this community since that early day—one that has had much to do with the city's growth.

The original mill's equipment, inadequate for handling large logs, was replaced by the new owners with machinery bought in Portland: a five-foot circular saw and a four-foot edger run by a turbine



wheel. When the pioneer lumbermen could get the logs, their outfit could cut up to forty thousand feet of lumber in a day. But securing a regular supply of logs for this early mill was not easy and, after the supply was obtained, the barrier of floating logs known as a "boom"—which kept them from drifting away—might break in the swift current and much or all of the reserve supply would be swept over the falls below the mill and lost forever. Even when these difficulties were overcome, the market for the mill's output was strictly limited. The demand picked up with the coming of the Northern Pacific in 1881, but by that time James N. Glover had sold his none too profitable sawmill to Anthony M. Cannon, who merged it a few years later with another concern, the Spokane Mill Company.

By 1887 the manufacture of lumber in Spokane Falls had grown until the output of the city's sawmills was valued at \$150,000 per month. However, major developments in the region's lumber industry were still ahead.

Even as late as the nineties many of the Inland Empire's forests were inaccessible. Valuable timber crowded to the edge of Lake Coeur d'Alene and stood along the shores of rivers flowing into that body of water—timber that might be floated down to Spokane via the Spokane River. But these lands had not yet been surveyed by the government and, therefore, no one could get legal possession of the trees. Cruisers estimated that the forests of the Priest River country contained thirty million feet of timber—but that section, too, was unsurveyed, and it was without wagon roads.

With the building of roads and the extension of railroad lines, additional forested areas became available for saw and ax. Hundreds of individuals acquired stands of timber as a result of the Pre-emption Law of 1841, the Oregon Donation Land Law of 1850, the Homestead Act of 1862, and the Timber and Stone Act of 1878. Railroads acquired valuable forest lands through grants from the Federal government. Other sections of timber were given to the states when they were formed, for the support of schools and other state institutions. The Indians had good timber on their reservations. Through foreclosure for delinquent taxes, counties also became the owners of standing timber, and cities bought forest land to protect their water-supply sources.

Under these varied ownerships were splendid stands of white pine, ponderosa or yellow pine, cedar, spruce, tamarack, red fir, and white fir. The Inland Empire's white-pine zone covers three million acres, largely in the Idaho Panhandle, but overlapping into Montana and extending into Pend Oreille and Spokane counties in Washington.

The number of lumber mills in the Inland Empire increased. At Sandpoint, Idaho Territory, in 1880, Robert Weeks ran a general store, dealt in furs, conducted a hotel and bar, and also operated a small sawmill. In 1884 a sawmill was taken into the Coeur d'Alenes on sleighs through Fourth of July Canyon and by boat up the North Fork of the Coeur d'Alene River. It was a steam mill with a capacity of fourteen thousand feet of lumber daily. In the eighties and nineties correspondents from Spokane newspapers reported sawmills, operating or projected, in Marshall, Kettle Falls, Spangle, Palouse City, Colfax, Farmington, Chelan, Deer Park, Northport, the Methow Valley, Pullman, Entiat, Wenatchee, Colville, Post Falls, Bonners Ferry, Cataldo, and Sandpoint. It was estimated that there were driven down the St. Joe River in 1892 seven million feet of logs, ten thousand cedar telegraph poles, and one hundred thousand posts.

Most of the lumber produced in the Inland Empire at that time was for the local market. The demand was big, for the Palouse, Big Bend, and other farming areas were being settled rapidly. New towns were springing up, older towns expanding. Miners needed timbers, railroads needed ties. In 1900 fifteen sawmills north of Spokane gave employment to five hundred men, turned out from 20,000,000 to 30,000,000 feet of lumber annually—some of it for Eastern consumers.

Building steamships for service on the district's navigable rivers—the Columbia, the Snake, Pend Oreille, and Kootenai, and on its larger lakes—Coeur d'Alene, Chelan, and Pend Oreille—was a colorful phase of the Inland Empire's lumber industry. Virtually all were stern-wheelers. They carried passengers, freight, miners' pack trains, cattle, were chartered for excursions, pushed rafts of logs and barges of wheat.

Available for the boatbuilders was western white pine, a wood that closely resembles the white pine which formed the basis of the shipbuilding industry of New England. Among the vessels built in northern Idaho, northeastern Oregon, and eastern Washington, from 1883 to 1915, were the following steamships, ranging in length from forty-three to two hundred feet: in Idaho, at Bonners Ferry, the *Alberta*, *Spokane*, and *State of Idaho*; at Coeur d'Alene, the *Coeur d'Alene*, *Georgie Oakes*, and *Shoshone*; at Lewiston, the *Imnaha*, *Lorelei*, *Mountain Gem*, *Wallowa*, and *Wilhelmina*; at Pend Oreille, the *Henry Villard* and the *Mary Moody*; at Potlatch, the *J. M. Hannaford*; at Umatilla, Oregon, the *Ann* (ex-Lewiston); in Washington, at Kennewick, the *Helen Hale*; at Newport, the *Ione*, *New Volunteer*, *Newport*, *Ruth*, and *Spokane*; at Northport, the *Columbia*; at Pasco, the *Ellen*, *Frederick K. Billings*, and *W. H. Pringle*; at Riparia, the *Lewiston* and *Spokane*; at Wallula, the *Naomi* and *Lizzie Linn*; at Wenatchee, the *Alexander Gregg*, *Camano*, *Chelan*, *Columbia*, *Delrio*, *Enterprise*, *Gerome*, *North Star*, *Okanogan*, *Oro*, *Robert Young* (ex-Nespelem), *Selkirk*, and *Wenatchee*.

Advantageous climate, fertile soil, and an abundance of water for irrigation brought a tremendous increase in the Inland Empire's production of fruits and vegetables. In answer to the resulting demand for boxes and shipping crates, many box factories were built in or near the region's productive valleys, including the ones at Wenatchee, Walla Walla, Yakima, Milton, and Spokane. Most of these plants had a large volume of orders. The Blue Mountain Sawmill, near Milton, in 1907 turned out 60,000 peach boxes, 60,000 prune boxes, 60,000 apple boxes, and 500,000 feet of lumber.

A highly important factor in the district's expanding lumber industry was the coming in of outside capital. Around the turn of the century, with the end of Middle Western timber in sight, lumbermen from Michigan, Wisconsin, and Minnesota started buying up large tracts of standing timber in northern Idaho and eastern Washington. F. A. Blackwell, formerly a lumber contractor in Pennsylvania, organized the Panhandle Lumber Company in 1904 and built large modern mills at Spirit Lake, Idaho, and Ione, Washing-

ton; later he organized the Blackwell Lumber Company and purchased a mill in Coeur d'Alene. The White Pine Lumber Company, made up mainly of Eastern capitalists, acquired 27,000 acres of timberland in eastern Washington and Idaho and built mills at Priest River. The Weyerhaeuser syndicate, largest lumber concern in the world, bought 1,000,000 acres of Northern Pacific timberland in 1900. Among the first of the nation's industrial giants to be attracted by the resources of this region, this firm brought its capital in seven figures and skilled personnel and know-how in all branches of the business.

To utilize their holdings in the Inland Empire the Weyerhaeusers bought the sawmills of the Palouse River Lumber Company at Palouse, Washington, and of William Codd at Colfax, thus adding several thousand acres of fine timberland to their holdings. They built a new sawmill at Potlatch, Idaho, and made Allison Laird of Winona, Minnesota, manager. It was the largest white-pine sawmill in the world until the Weyerhaeusers themselves topped it by building a bigger one at Lewiston, Idaho, in 1928.

In its issue of May 2, 1905, *The Spokesman-Review* reported that F. G., J. P., and C. A. Weyerhaeuser had left Spokane with a party of contractors for the Palouse country. While on this trip they let a million-dollar contract to build a railroad to connect the Palouse sawmill with their timber holdings, a distance of forty-five miles. By the following January steel had been laid from Palouse to three miles above Princeton, with regular freight and passenger service between the two points. The road was owned and operated by the Potlatch Lumber Company but was incorporated under the name of the Washington, Idaho and Montana Railroad Company.

As a result of the Weyerhaeusers' operations, the Inland Empire got a new town, Potlatch, Idaho, patterned after Pullman, Illinois. Its construction was described in an article in *The Spokesman-Review* for January 28, 1906, herewith condensed:

#### POTLATCH—IDAHO TOWN WITH MAMMOTH MILL

The new town of Potlatch is making more rapid growth than any town in the history of Idaho, outside of a mining camp. Where a few months ago was timothy meadow, dotted at intervals with stumps, is today a thriv-

ing young town. More than 400 men are at work putting up buildings for the factory, erecting homes for the men who will be employed in the big mill, installing machinery, making brick and building sidetracks and yards for the railroad.

The Potlatch Lumber company will employ from 800 to 1200 men, as many of them married as possible. For the use of their employees the company is erecting 160 cottages of four to six rooms each. Built in rows, the cottages have a commanding view of the big mill and the factory site, as well as the railroad yards and the mountains skirting the valley.

Not a single lot is for sale, nor will a private business house or a saloon be permitted in the town. The company store, occupying two buildings, houses a meat market, the postoffice and a varied assortment of merchandise, from a paper of pins to heavy logging tools.

A large hotel will stand upon a hill in the north part of the town overlooking the river and the sawmill.

The sawmill will have a daily capacity of 700,000 feet per day of 20 hours. Day and night shifts will be run, each shift working 10 hours. An electric light plant will supply light for the mill and the yards. The building is 154 feet wide, 276 feet long, and 73 feet high at the peak of the roof. It is well lighted with windows for daylight work and with electric lights for night work. The mill is to be well equipped with two single cutting band saws, two double cutting band saws, a gang saw and six edgers. Its capacity is 35,000 feet per hour or 700,000 feet for a day and a night run. The machinery will be all in place and the mill in running order not later than June 1, 1906.

The plant includes planing mill, box factory, sash and door factory, etc. The logs are to be floated down the Palouse river, or, brought down on the railroad and dumped into the big pond above the mill. A dam has been constructed across the river where it runs between high rock banks to form an immense pond capable of holding many million feet of logs. When the water is at the proper stage logs will be released and allowed to float down to the mills at Palouse and Colfax. The entire output of the mill, as well as the mill at Palouse, with a capacity of 100,000 feet each 20 hours, for one year has been sold in the markets of the middle west. Millions of feet will be converted into box lumber for the factories and packing plants of the Mississippi river valley states.

Allison Laird came from Winona, Minnesota, to manage the town as well as the great mill.

Early in 1909, the Rutledge Lumber Company, a Weyerhaeuser concern, announced plans to erect another outstanding mill at Coeur d'Alene, Idaho. Their timber holdings were the largest of any company doing business in that area.

Forward steps in the Inland Empire's lumber industry were con-



#### AIR DEPOT TWELVE MILES WEST OF SPOKANE

Originally planned as a defense project, the blueprints were revised when the Japanese attacked Pearl Harbor. The installation was completed in thirteen months.



#### GEIGER FIELD, SPOKANE'S MUNICIPAL AIRPORT

This 1280-acre airport bought by Spokane County and developed into a major airport during the war by the Government is now operated by the city of Spokane on a 25-year lease.



### SPOKANE'S FIRST AIRPORT, FELTS FIELD

In 1919 a municipal golf course, upriver from Spokane, was officially made a landing field by the City Park Board. Many famous early-day aviators landed here, including Colonel Charles A. Lindbergh in his *Spirit of St. Louis* on September 12, 1927. Since September, 1927, the airport has been known by its present name. Although the main transcontinental airlines now use the larger Geiger Field on the opposite side of the city, Felts Field is still an active airport.



### RECORD BREAKERS

N. B. Mamer, right, pilot, and Arthur Walker, copilot of the *Spokane Sun-God*. Lifting its wheels from Felts Field, Spokane, at 6:00 p.m. on August 15, 1929, this airship made a nonstop flight to New York and back in 115 hours 45 minutes.



### OVER SPOKANE VALLEY

This picture of the *Spokane Sun-God* in flight was taken from an army plane. The *Spokane Sun-God* was the first plane to make a transcontinental refueling flight, first to refuel at an altitude higher than eight thousand feet, the first to refuel at night.



Wreath

# THE SPOKESMAN-REVIEW

1000 CALIFORNIA MARIAGE  
FEATURING THE SPOKANE

THE SPOKANE  
THE SPOKANE



Banquet of Honor  
 of the  
 PACIFIC COAST ADVERTISING  
 MEN'S ASSOCIATION

SPOKANE, WASH. JUNE 17, 1916

### THE FIRST "MISS SPOKANE"

Bursting through a copy of *The Spokesman-Review*, in the garb of an Indian princess of the Spokane tribe, is Miss Marguerite Motie, a white girl chosen to personify the beauty and traditions of her home city. She was known as "Miss Spokane." This menu card shows the early use of "Miss Spokane" in *Spokesman-Review* publicity. For years she was featured in this newspaper's trade-publication advertising.

stantly being taken; for example, in felling the trees: from ax, to crosscut saw, to motor-driven saws; in handling the logs: from man power, to bull-team logging, to steam donkey engines, to motor trucks and tractors; in making the lumber: from pit sawing, to up-and-down sawing by machine, to circular head saws, gang edgers, power log turners and drivers, then band saws and other mechanical marvels.

The size of the Inland Empire lumber industry in 1910 was reflected in the following figures: standing timber, 310,000,000,000 feet; total annual capacity of four hundred mills, 3,000,000,000 feet; invested capital, \$110,000,000; working capital, \$30,000,000; production, 1,463,000,000 feet; carloads, 60,000; value of product at mill, \$21,000,000; men employed (300-day basis), 20,000; paid for labor, \$10,000,000.

Improved processes reflected a strong, nation-wide demand for lumber products. With a shrinking supply, eyes were turned on government-owned forests. One of *The Spokesman-Review's* crusades in the public interest was against fraudulent practices in the sale of Washington state timberlands. Its campaign was carried on in a series of prominently displayed editorials in *The Spokesman-Review* starting April 21, 1910. The message they carried was this:

When Washington was admitted to the Union in 1889, Congress donated, for the benefit of the public schools, Sections 16 and 36 in every township and made the following additional grants:

One hundred thousand acres for a scientific school.

One hundred thousand acres for normal schools.

One hundred and thirty-two thousand acres for public buildings at the state capital.

Two hundred thousand acres for state charitable, educational, penal, and reformatory institutions.

Evidence came to light that this immensely valuable domain was being plundered through the connivance of dishonest cruisers and appraisers who returned false reports on the quantity of timber and the value of the lands. Governor M. E. Hay urged the appointment of a legislative committee to investigate transactions in state lands. Supporters of State Land Commissioner Ross, Secretary of State

Nichols, Insurance Commissioner Schively, and the liquor interests succeeded in defeating the governor's plan. But by serving notice on the ringleaders that he would hold the legislature indefinitely in session until it performed its duty, Governor Hay aroused a storm of public indignation which forced the legislature to appoint an investigating committee. Reporting to the governor this committee showed conclusively that a systematic conspiracy had flourished for years, bent upon looting the state's heritage of granted lands. A typical revelation: all of Section 16, Township 9 North, Range 1 West, cruised in April, 1901, was sold for \$5,652.50, exactly the sum at which it had been appraised by the board of land commissioners. A little over two years later the purchaser conveyed this property to a big lumber company for \$59,972, more than ten times the sum that was paid the state.

Officials responsible for the frauds were discredited, the public alerted to the threat to its immensely valuable forest property. Readers were told the names of legislators who voted against the investigation.

In the same year these revelations came to light, 1910, there was an even graver menace to the public's stake in its forests—fire. How quickly the priceless timber resources could be destroyed was shockingly demonstrated in the hot dry summer of that year. Here is the story of that disastrous summer, pieced together from the hundreds of dispatches from scores of *Spokesman-Review* correspondents and from the articles of feature writers whose contributions supplemented the correspondents' reports:

#### BURNING FORESTS OF THE INLAND EMPIRE

Four associations, formed to protect standing timber from forest fires in northern Idaho, met in Spokane on March 14, 1910. They represented the Potlatch, Coeur d'Alene, Pend Oreille, and Clearwater districts and together formed the Northern Idaho Forestry Association. Within a few months their program of fire protection was put to a severe test. In June and early July, 1910, due to abnormally hot, dry weather, Inland Empire forests were dotted here

and there with fires. These were under control when the wind was still but, as soon as the wind started blowing, they were fanned into a fierce blaze and live embers, carried ahead, set new fires wherever they fell. Flames fanned by stiff mountain breezes ate their way through heavy bodies of timber in Washington, Idaho, and Oregon districts tributary to Spokane. Dozens of fires broke out in the Coeur d'Alene district. In western Montana, towns and settlers' homes were in danger. Disastrous fires were reported near Loon Lake, Rockford, Powderhorn, Rose Lake, outside the boundaries of the Cabinet National Forest, and in the Clearwater country.

On June 18 the town of Whitewater, British Columbia, was completely wiped out, all buildings at McGuigan were gone, four men were dead, a fifth missing. Other Canadian brush fires wiped out four towns near Nelson. More than two hundred miners and their families lost all their possessions.

Rain checked the flames for a time but on July 31 forest fires in Washington, thought to be under control, broke out with renewed fury north of Deer Park and a general alarm was sounded over the fifty telephones of the Wild Rose Telephone Company. Near Twin Lakes, Idaho, a high wind swept fire down both sides of the near-by mountain. Fire in the Clearwater hills near Tramway, Idaho, raced up close to the wheat fields and warehouses. Near Murray, Idaho, employees of the Bear Top mine fought hard to save the company's mill from a forest fire driven by a high wind into the timber near the mine. At Whitefish, Montana, forest fires partly subdued were starting afresh. A forest fire raged in the north basin, near Colville, Washington. In two days it burned over a section of state land, destroyed over 1,000,000 feet of timber.

During the first week in August, forest officials at Missoula were flooded with reports of new fires, old fires spreading, and appeals for help. In the Lolo National Forest 400,000,000 feet of fine timber were threatened. Several of the fires in the district were burning with fire lines eight and ten miles in length. Three new fires were reported in the Coeur d'Alene National Forest. Ranger Allen wired from Sandpoint that a big fire had started at the head of the Little North Fork, southeast of Hayden Lake. Another blaze gained head-

way on the main North Fork. A third fire sprang up on Independence Creek, above Murray. Forests near Dunn, Washington, and Stites, Idaho, were in flames.

The glare of fires on the Middle Fork of the Clearwater lighted up the surrounding country for miles. A heavy pall of smoke enveloped the entire region and the acrid fumes from the burning timber prevented rangers from getting near enough to the fire zone to work to advantage. Families fled from the threatened districts. One of the homesteaders said: "The flames leaped three hundred feet high. They ran up into my large green pine trees and mowed them down like a scythe cutting grass."

The demand for fire fighters mounted. Spokane employment agencies, acting as recruiting stations for the United States Forest Service, enlisted two thousand men for the war against the fires. Their wages were twenty-five cents an hour. The railroads furnished all the men available. Two hundred men from Butte were taken into the St. Joe region by the Chicago, Milwaukee and St. Paul Railway. The Northern Pacific sent one hundred men from track-laying crews between Wallace and Missoula to the vicinity of Taft. The Great Northern collected section crews along its line near Newport and took them to Priest River. A special train on the Northern Pacific, carrying twenty-eight men with provisions, tools, and camp equipment, was sent to Borax. Also joining the fight were hundreds of employees of the lumber companies. From Potlatch alone, two hundred men were sent to the fire lines near Bovill. Forest supervisors sent companies of men to strategic points and farmers left their work to help with the trenching and backfiring.

With the conflagration in Idaho and Montana spreading beyond the control of state and private protective associations, President Taft was urged to order companies of regulars to help save the timber in western states. One hundred soldiers were ordered from maneuvers on American Lake, Washington, to the Colville National Forest. Two companies of Negro troops from Fort George Wright, Spokane, were sent into the Coeur d'Alenes. This help was of little avail. On August 12 the Pine Creek fire jumped into Big Creek of the St. Joe. Fires broke from the restraining trenches and rolled over

virgin timber. Limbs of trees as thick as a man's arm, blazing like skyrocket, were blown many yards. Forestry officials abandoned hopes of putting out the fires until rain came.

Fifteen fires were burning at the same time in the timbered regions between the St. Maries and the St. Joe rivers. At Mica Bay the flames leaped a half mile. Flames were visible at night for miles and from Camas and Nez Percé prairies the reflection glowed in the sky like the aurora.

Wallace was enveloped in a cloud of dense smoke and burning moss, pine cones, and needles dropped on the buildings and residences. The fate of Wallace, Mullan, and Murray depended on the direction of the winds.

A fire near Kalispell, Montana, burned anew. Twin Lakes, Idaho, called for troops. Settlers were deserting their homes. A. C. Sticker, a Squaw Creek rancher, arrived at Stites, Idaho, August 13 with a plea for help. His horse's sides and legs had the hair singed off running the gantlet of flames. Another refugee spoke of flames billowing in the treetops two hundred feet over his head as he ran through the forest.

A well-organized fighting force, under the general direction of Ranger E. C. Pulaski, guarded a strip miles long on the divide between the watersheds of the St. Joe and Coeur d'Alene rivers. He gave grim warning that this condition might change in a few hours: a line of fire with a front so long, a force so limited, with grass, dry leaves, and parched undergrowth like tinder—all these, with a wind blowing a gale, would catch and scatter fire faster than a thousand men could guard it.

A dozen fugitives from forest fires arrived in Coeur d'Alene August 13 after abandoning all hope of saving their timber claims on Big Creek. The next day, fanned by a stiff mountain wind, fire along the main St. Joe River burned with redoubled fury. St. Joe was full of refugees. The Milwaukee railroad hospital there was crowded with patients suffering from burns.

Canyons previously untouched by the flames became roaring furnaces. From gorges and hillsides, where the heat created its own powerful draft, the fire would jump a mile and a half at a stretch.

Flames leaped hungrily into the timber from every spark and brand carried along in the hot blast pouring like a simoon from the fire line.

Smoke drifted into Kalispell, Montana, in thick eddies, darkening the sun's light to a muddy yellow. Near Newport, Washington, cinders were flying on all sides and from the mountains to the south came the terrible roar of the flames. Ashes were half an inch deep in the streets of Elk City, Idaho.

Several fire fighters narrowly escaped death by the sudden whipping back of the wall of flame which, at times, rose scores of feet into the air. Ten men, camping on the Selway, were surrounded by flames but managed to escape by scaling a rock mountain wall.

Many others were trapped by the flames. George Zeigler, of Calispel Valley, driving from Newport toward his home, was overtaken by fire traveling faster than he could whip up his horses. He and his team perished. At Cabinet, Idaho, two lives were lost. Many isolated ranchers were hemmed in by the flames and incinerated. In one day at Avery, forty-seven bodies of fire victims were recovered.

A crew of forty-one was working on the east side of the fire in the Big Creek basin near Wallace when a high wind drove the fire ahead so rapidly that the men were withdrawn and moved up the mountainside. At midnight their position became untenable and, under the leadership of rangers, they scrambled in the uncertain light of the fire to the crest of the ridge, expecting to pass over onto Placer Creek and to safety by way of Wallace. On gaining the divide they were confronted by another fire on the Placer Creek side. Realizing their position was desperate, the men broke in a wild stampede for the creek bottom below. Throwing away everything they were carrying, they ran through the stifling smoke and heat. Many ran until exhausted. Others fell over logs and boulders in the wild race and injured themselves. Twelve of the men were burned to death, suffocated, or killed by falling snags. Of the twenty-nine who survived, eight found refuge in a tunnel in which six men previously had suffocated. They saved their lives by burying their faces in mud. Ranger Lewis, in charge of the crew, kept his head and saved their food so that the men managed to exist until relief came. One of the

survivors said: "The dead we could find we buried in the woods. Hardly any of them could be identified."

The Clearwater reserve was a vast furnace. The pall of smoke overhanging Wallace was so dense that the electric lights were turned on at three o'clock in the afternoon. As soon as dusk fell the flames on every side turned the smoky sky a dull red.

The O. R. & N. and Northern Pacific made up special trains which left Wallace at sundown, bearing hundreds of women and children with their hastily collected valuables. The O. R. & N. train pulled down the Coeur d'Alene Valley to Osborne out of danger, while the Northern Pacific train proceeded toward Missoula with about one thousand refugees aboard. Two trainloads of fugitives fled in the direction of Spokane. With all their earthly possessions tied up in a bundle or hastily thrown into a suitcase or trunk, two hundred homeless people arrived at Tekoa over the O. R. & N. and the Chicago, Milwaukee and St. Paul Railroad.

At Mullan, Burke, Wallace, Avery, and St. Maries the people left as fast as they could get out. At Avery the people were given forty minutes to gather their belongings and pile them in the boxcars.

Driven by a heavy gale the forest fire that had surrounded Wallace for weeks vaulted over the tops of the hills on the night of August 21 and swept down the slopes at the east end of town and into the city itself; 150 houses were burned. Twenty or thirty houses on the north side of Burke Canyon burst into flames. The town of Mullan was threatened on three sides by the approaching flames.

And now, with the situation still desperate, relief came suddenly from the same skies from which the scourging winds had poured. At 3:00 P.M. on August 28 a rainstorm began in the Pierce City area of the Idaho Panhandle. At 6:00 P.M. rain was falling in Lewiston, farther south. General rains over North Idaho dissipated the pall of smoke which had been hanging over that region like a fog. Immense banks of black, apparently moisture-laden clouds hanging low in the east at sunrise indicated that on the higher levels the storm was still active. Spokane got its first rain in thirty-six days. In the Clearwater Mountains six inches of snow fell. From Salmon River to Kendrick, on the Musselshell—throughout the Inland Em-



pire, fires that had been raging for weeks were under control and the landscape was again clear and colorful.

Inland Empire residents sadly counted their losses: dead (estimated), 180; property destroyed in Wallace, \$1,000,000; timber burned, 6,000,000,000 feet valued at \$15,000,000; homesteads, beauty spots, and wild life destroyed—beyond reckoning.

Reeling at first, then rapidly recovering from the effects of these disastrous fires, the Inland Empire lumber industry continued to expand. Although Spokane is more than three hundred miles from the Pacific coast, the opening of the Panama Canal in 1914 afforded new markets. Lower freight rates, decreed by the Interstate Commerce Commission and effective March 15, 1918, proved advantageous. With its tremendous stand of white pine and other timber the Spokane area has become the nation's major producer of door sills, window frames, match blocks, and telephone poles, as well as turning out a substantial amount of other wood products.

Many forward steps have been taken by the lumber industry. On September 16, 1904, thirty prominent lumbermen of the Inland Empire met to establish a bureau of grades, its aim being to reform the chaotic system of grading lumber then in vogue. An outgrowth of this pioneer organization was the Western Pine Manufacturers Association, with membership from the four northwestern states. Uniform grades were established by this association. However, their objectives are broader than the standardization of their products. Salient points in the program are summarized in the following article in the 1946 Progress Edition of *The Spokesman-Review*.

#### GUARDING WOODS FROM FIRE AND PESTS

This year brings the fortieth anniversary of the two oldest cooperative forest protective associations in America, both in northern Idaho since 1906; Clearwater Timber Protective Association and Potlatch Timber Protective Association.

These two associations provide fire protection for 1,200,000 acres, of which all but 240,000 acres pay a fee for the service. Many ideas later adopted by the forest service for use throughout the nation were first tried out by these early-day conservationists in the Inland Empire. The network of trails and roads that make possible quick access to fires have gradually been lengthened each year. Each extra mile of road and trail reduces the chance of another conflagration of 1910 magnitude.

The towers that stand in bold silhouette against the sky on Freeze Out, Dull Axe, Bertha Hill, Beaver Butte, Dead Horse and other vantage points (36 in all for the two associations) are the eyes that direct smoke chasers over the 1,250 miles of road and along the 650 miles of trail that web the basins and drainages of the associations.

More than 600 miles of telephone line criss-cross the acreage and permit instant fire reports from lookouts to their headquarters. Towers range in height from 40 to 110 feet, with a house perched securely atop each tower. Fifty foot and under towers have a 14-foot square house in which the lookout lives, but higher towers have only an eight-foot-square observation room and a second house at the base of the tower to provide living quarters.

Trucks are kept ready to transport large crews to fires that demand more attention and work than a small trail crew or smoke chasers can give them. Fast coming into use are fire trucks complete with long lengths of hose and powerful pumps, yet with seating capacity to transport 25 men as well as the pumping equipment and a tank of water. Other trucks, not especially designed for such work, carry men, pumps, and up to a thousand feet of hose. The two associations have equipment to outfit between 3500 and 4000 fire fighters should necessity arise. Radio communication and aviation are added weapons in the war on fire.

Insects kill more white pine than fire. Blister rust which came to Canada from Europe in 1910 and into northern Idaho in 1923, is a menace to the Inland Empire's immense stand of white pine. The disease is not transmitted from tree to tree, but from the pines to wild gooseberry and currant bushes, and thence to uninfected pine trees. The spread can be stopped by breaking the circle: eliminating the bushes. From 1923 to 1940, crews of students during vacation uprooted by hand 351 million bushes.

As of July 1, 1942, the Pacific Northwest Forest and Range Experiment Station, United States Forest Service, Portland, Oregon, counted 352 sawmills in 36 Inland Empire counties. In 1940 the United States census counted 14,401 persons on the district's logging and lumber industry pay rolls. The output of lumber in the Inland Empire averages around one and a half billion feet annually. Stimulated by war demand, the district's sawmills operated in high gear, supplying materials for construction of training camps, air bases, ordnance depots, and housing projects. Since the war national housing needs have kept the demand for the district's lumber at a high level.

Close to where civilized men used Inland Empire trees for the first time in 1805, the region's second paper mill started operations 145 years later. (The first was the Inland Empire Paper Company's

plant at Millwood, Washington, mentioned in Chapter VIII.) *The Spokesman-Review* printed the story in its issue of December 30, 1950. Dated at Lewiston, Idaho, the previous day, the introductory paragraph read: "A new multi-million dollar industry was born in Lewiston yesterday as the new pulp mill of Potlatch Forests, Inc. began continuous operations after a trial run."

The great story of lumber development in the Inland Empire has been woven into the columns of *The Spokesman-Review* over the years—on the front pages, editorial pages, Inland Empire news sections, local news pages, magazine and feature sections, and in the advertising columns. The examples given in this chapter are but a few characteristic threads in the epic fabric. *The Spokesman-Review* has held up a mirror to the building of lumber mills and lumber towns, the construction of railways to the lumber centers and into the heart of forests primeval, the great log drives, the see-saw of labor relations, and the minutiae of life in the lumber towns—fairs, fiestas, conventions, school graduations, elections, land frauds, lawsuits, marriages, births, funerals, assaults, murders. *Spokesman-Review* news and features have spanned the entire history of Inland Empire logging and lumbering.

Since 1936 *The Spokesman-Review's* annual Progress Editions have devoted much space to pictures and articles about the industry. Typical titles have been "World-Famed Forests," "Huge Lumber Output for Million Homes." The profits and pay rolls of the lumber industry have been of importance to *Spokesman-Review* advertisers from the beginning of this newspaper. Communities in which lumber is the chief source of income have invariably been represented in *The Spokesman-Review's* periodic market surveys.

One of the problems arising from early-day lumbering practices was that of what to do with the sawmill town after the supply of timber in the area has been exhausted. Once live communities like Harrison on Lake Coeur d'Alene, Elk, and Fernwood became ghost towns when the timber that supported their one industry was all cut. Readjustment has sometimes been difficult. Development of other industries, like dairying, may be the answer, but the long-range solution is the one being adopted by the larger and more progressive

lumbermen—that of making timber a perpetual crop by means of selective logging. Their policy is to cut only the larger trees and to let the smaller ones get their growth. While this practice is not universally followed, and is perhaps violated at times by some of those who realize its need most keenly, the basic policy is being more and more widely accepted.

A related problem receiving attention is how to get a high yield of wood from each timbered acre. Tree farms—and their number is increasing—are providing new conifers to take the place of the old. Constantly *The Spokesman-Review* keeps those who have a stake in lumber posted about the most effective means for holding forest fires under control, about sustained yield cutting and other progressive lumbering practices. All these measures combined give promise, if not assurance as yet, that the Inland Empire's magnificent forest heritage will last indefinitely.

## CHAPTER XIX

### Skyways Between the Mountain Ranges

*Headlines Tell of Progress from Biplanes to Stratocruisers—Aviation “Firsts” in Spokane and the Inland Empire—First Flight of an “Aeroplane” in Spokane, First Flight Across Rocky Mountains, First Air Mail—Wars and Depression Aid Aeronautical Development.*

**I**N ITS issue of Friday, April 1, 1910, *The Spokesman-Review* carried this news on page 1:

Charles K. Hamilton will give Spokane its first exhibition of aerial navigation in a heavier-than-air machine at the Interstate Fair grounds this afternoon.

In a light framework of rubberized silk and bamboo poles, driven by a powerful eight-cylinder engine, the only one of its type in existence, he will rise from the race track in front of the grandstand, ascend high into the clouds, 1000 feet perhaps 2000 or more, circle about like a mighty eagle, swoop down to earth in his famous “glide,” touch the track without shutting off the engine, stop his machine in front of the grandstand within a few feet of the point from which he started, a complete exhibition of the new science of aviation.

Photographic reproductions of Hamilton and his big biplane were spread across the seven columns at the bottom of the front page.

The expected flight did not take place that day. *The Spokesman-Review* explained, “As capricious as a high school damsel Charles K. Hamilton’s airplane engine sulked and pouted and finally refused to work.” A front-page box, signed by the aviator, gave the reason why Friday had proved to be an unlucky day: “Engine freighted upside down—oil in magneto.”

But on Sunday, April 3, 1910, *The Spokesman-Review* told of better luck on Saturday with headlines proclaiming “Spokane Sees Biplane Fly Twice.” The flight of the “huge yellow winged mechanical bird” was described as follows:

Despite inclement weather and threatened rain, Aviator Charles K. Hamilton made two successful flights at the fair grounds yesterday afternoon. The first flight made at 3:11 lasted about five minutes, during which Hamilton traveled about three or four miles through the air and circled the race track twice in front of the grandstand. In this flight he started from the southwest end of the center field in order to rise into the wind blowing from the northeast.

After running along the ground for about 100 yards at about 40 miles an hour the machine and its aviator rose into the air gracefully and the first aeroplane flight to be seen in Spokane was on, with cheers from the spectators.

As soon as he got above the ground about 20 or 30 feet the wind carried him east at the rate of about 50 miles an hour. At this distance from the ground he circled several times gradually rising to a height of 200 or 250 feet above the earth at which height he twice circled above the track covering the half mile in 43 seconds.

He circled the track twice when he cut off the engine landing from the north end of the center field, running southward along the ground and stopping a few feet east of the tent used to house the biplane.

His second flight that day lasted about seven minutes. On his return from this flight he passed across the center field to enable The Spokesman-Review photographer to get a good view of his machine and aviator in the air.

In its Sunday issue *The Spokesman-Review* carried a picture of Hamilton and his machine as it flew past the photographer; another of the aviator "swooping to the ground to make a landing." Hamilton flew twice in the face of a cold, gusty wind. On his first flight he was in the air five minutes and was up 150 to 200 feet; on his second flight, lasting seven minutes, he reached an elevation of about 350 feet.

Aviator C. J. Mars was a featured attraction at the Spokane Interstate Fair the following autumn. On October 5, 1910, he made four flights from the fair grounds in a Curtiss "aeroplane," staying in the air, all told, thirty-one minutes.

The wonder felt by the spectators of that day, who were watching the strange new craft in the air, was shared by *The Spokesman-Review* reporter who wrote of Mars's feat:

He soared into the blue empyrean for all in the world like a majestic yellow winged eagle, dipping, wheeling and floating aloft, demonstrating

his complete domination over the air. Away and away he soared, higher and higher, till the full sweep of his 36-foot wings made no more than a mere speck in the clouds.

And let your mind grasp this idea, that this thing was a man, and not a bird endowed by the Creator with the physical science of flying, and that this man rode a machine heavier than air, the weight of his machine, his plane and his body aggregating more than 800 pounds.

A photograph of Mars's plane was reproduced in front-page space in *The Spokesman-Review* for October 8, 1910. Headlines read "Aviator Mars Sky High—The Flights of Aviator Mars at the Spokane Interstate Fair Border on the Marvelous. At times he soars so far away that the machine looks like a small bird."

On one of his flights Mars took a passenger: C. N. Cosgrove, father of Robert H., secretary of the fair. Well over sixty, Cosgrove thus became the first passenger to ride in an "aeroplane" in Spokane.

"Boys, that's fine," he said as he climbed out of his small canvas seat at Mars's left and walked steadily over to the crowd of spectators.

"Afraid? Not a bit of it!"

Exhibition flights in the old pusher planes were again featured attractions at the Spokane Interstate Fair in 1911. That was the year of the first transcontinental flight from New York to California. It took forty-nine days. The actual flying time was eighty-four hours and two minutes.

Typical headlines on the front pages of *The Spokesman-Review* in 1909 and 1910 were:

May 31, 1909: "Zeppelin in Air Nearly 22 Hours, Makes Trip of 456 Miles Without Descending to Earth."

April 28, 1910: "Paulhan, in Great Airship Race, Wins Prize of \$50,000. French Aviator Defeats His English Rival George White. Flight of 180 Miles."

May 22, 1910: "Makes Air Trip Across Channel—Count de Lesseps Rivals Noted Performance of Bleriot."

May 30, 1910: "Curtiss, In World's Record Flight, Darts from

Albany to New York in Heavier Than Air Machine, Wins \$10,000 in 152 Minutes, Covering 137 Miles.”

October 30, 1910: “Graham-White 61 Miles An Hour, Airship Record.”

November 1, 1910: “Ralph Johnstone, Up 9714 Feet, Takes World Record.”

November 18, 1910: “Ralph Johnstone, In Spiral Glide Is Hurlled to Death.”

The first aviator to fly across the Rocky Mountains was nineteen-year-old Cromwell Dixon, who, in making the flight, sought the reward of \$10,000 offered by Louis W. Hill and John Ringling for the first flier to accomplish this dangerous feat. Taking off from the fair grounds at Helena, Montana, east of the Continental Divide, on September 30, 1911, Dixon, in a Curtiss biplane, rose to an elevation of 7,100 feet and, flying some 900 feet above the remnants of the old Mullan Road, crossed the “backbone of America” and landed at Blossburg, west of the divide. Here he rested briefly, then, with great skill, took off again and flew his biplane back to the fair grounds, where he received his prize money and the acclaim of ten thousand spectators. He had covered a total distance of fifty miles on the round trip in an hour and fifty-one minutes. Starting his flight at 2:08 P.M., he landed at Blossburg at 2:34, left that town at 3:16 and was back at his starting point at 3:59.

Two days later, on the opening day of the Spokane Interstate Fair, the “boy aviator,” as Dixon was called, started an exhibit flight on an open field just east of the fair grounds. Although he seemed to be having motor trouble, he managed to get his biplane, the *Humming Bird*, off the ground, but as it climbed above the nearby buildings and trees, a tricky wind struck the left side of the light craft and turned it at right angles to the earth. As the careening airship plunged into a deep railroad cut, which hid the catastrophe from the crowded stands no more than three blocks away, young Dixon cried: “Here I go! Here I go!” and died in the twisted wreckage of his plane.

Back in the nineteenth century, like most of the world, *The*



his complete domination over the air. Away and away he soared, higher and higher, till the full sweep of his 36-foot wings made no more than a mere speck in the clouds.

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On one of his flights Mars took a passenger: C. N. Cosgrove, father of Robert H., secretary of the fair. Well over sixty, Cosgrove thus became the first passenger to ride in an "aeroplane" in Spokane.

"Boys, that's fine," he said as he climbed out of his small canvas seat at Mars's left and walked steadily over to the crowd of spectators.

"Afraid? Not a bit of it!"

Exhibition flights in the old pusher planes were again featured attractions at the Spokane Interstate Fair in 1911. That was the year of the first transcontinental flight from New York to California. It took forty-nine days. The actual flying time was eighty-four hours and two minutes.

Typical headlines on the front pages of *The Spokesman-Review* in 1909 and 1910 were:

May 31, 1909: "Zeppelin in Air Nearly 22 Hours, Makes Trip of 456 Miles Without Descending to Earth."

April 28, 1910: "Paulhan, in Great Airship Race, Wins Prize of \$50,000. French Aviator Defeats His English Rival George White. Flight of 180 Miles."

May 22, 1910: "Makes Air Trip Across Channel—Count de Lesseps Rivals Noted Performance of Bleriot."

May 30, 1910: "Curtiss, In World's Record Flight, Darts from

Albany to New York in Heavier Than Air Machine, Wins \$10,000 in 152 Minutes, Covering 137 Miles."

October 30, 1910: "Graham-White 61 Miles An Hour, Airship Record."

November 1, 1910: "Ralph Johnstone, Up 9714 Feet, Takes World Record."

November 18, 1910: "Ralph Johnstone. In Spiral Glide Is Hurlled to Death."

The first aviator to fly across the Rocky Mountains was nineteen-year-old Cromwell Dixon, who, in making the flight, sought the reward of \$10,000 offered by Louis W. Hill and John Ringling for the first flier to accomplish this dangerous feat. Taking off from the fair grounds at Helena, Montana, east of the Continental Divide, on September 30, 1911, Dixon, in a Curtiss biplane, rose to an elevation of 7,100 feet and, flying some 900 feet above the remnants of the old Mullan Road, crossed the "backbone of America" and landed at Blossburg, west of the divide. Here he rested briefly, then, with great skill, took off again and flew his biplane back to the fair grounds, where he received his prize money and the acclaim of ten thousand spectators. He had covered a total distance of fifty miles on the round trip in an hour and fifty-one minutes. Starting his flight at 2:08 P.M., he landed at Blossburg at 2:34, left that town at 3:16 and was back at his starting point at 3:59.

Two days later, on the opening day of the Spokane Interstate Fair, the "boy aviator," as Dixon was called, started an exhibit flight on an open field just east of the fair grounds. Although he seemed to be having motor trouble, he managed to get his biplane, the *Humming Bird*, off the ground, but as it climbed above the nearby buildings and trees, a tricky wind struck the left side of the light craft and turned it at right angles to the earth. As the careening airship plunged into a deep railroad cut, which hid the catastrophe from the crowded stands no more than three blocks away, young Dixon cried: "Here I go! Here I go!" and died in the twisted wreckage of his plane.

Back in the nineteenth century, like most of the world, *The*

*Spokesman-Review* had little faith that the airship ever would be developed as a practical means of transportation. This skepticism is shown in the following editorial, printed in *The Spokesman-Review* for April 17, 1897:

It is not improbable that means will yet be found for limited "navigation" of the atmosphere, but it is highly improbable that the invention will ever prove of considerable practical benefit. Railway trains and steamships afford speedy, safe and economical means for the transportation of passengers and freight. Aerial ships would necessarily be uncertain and dangerous in their movements. The wind is the most fickle and changeable of all the elements. Its currents shift and swirl and come together in vortices. They defy control. But even if the air currents were steady, certain and reliable and a successful airship were invented, it would still remain little better than a toy. Many times the power is required to lift a ton of freight than is required to move it on wheels; steam is cheaper than gas, and heavy machinery costs less than light and delicate works. The airship, as a revolutionizer of travel and traffic is a dream and a delusion.

In the next five years there was a change in *The Spokesman-Review's* attitude toward flying. This change is indicated by an editorial in the paper of May 14, 1902. Commenting on the airship catastrophe in Paris, which cost the lives of Señor Severo and his assistants, the editorial read:

The Severo disaster will not discourage the more enthusiastic experimenters and investigators. Accidents of this sort are certain to occur while the trials of new machines are being made, and especially when the aeronauts are new to the business as Severo appears to have been. It should be understood that the experiments with the dirigible balloon are only in the first stages, and that even Santos-Dumont has produced a machine that is far from a success.

But every year a little is gained, and, in the end, some substantial results may be achieved, although in the doing of it many lives may be sacrificed by the undaunted inventors and aeronauts.

A year and seven months after the foregoing editorial appeared, on December 17, 1903, the first aircraft powered and controlled by man was flown by Orville Wright at Kitty Hawk, North Carolina. This was the first of four successful flights made that day by the Wright brothers.

No reporters were invited to Kitty Hawk. In order to assure privacy the Wrights had leased six hundred acres around the sand-

dune site of their experiments. Although the *Norfolk*, Virginia, *Virginian-Pilot* and a few other alert newspapers carried the story of the historic flight in their issues of December 18, 1903, there was nothing about it in *The Spokesman-Review* for that day.

Within a few years, however, aviation developments and exploits were featured news in Spokane's morning newspaper as they were in other newspapers the country over.

Among such early-day news items was one about Spokane's first flying school, conducted at Parkwater, in the Spokane Valley, by B. C. McClelland. One of the students, A. D. Smith, once of the infantry in the Philippines, was the first man to learn to fly in Spokane.

Putting his newly acquired skill into use, on June 10, 1914, he flew the twenty miles from the Reardan, Washington, mule show to the parade ground at Fort George Wright.

"I covered the first lap to Deep Creek in 8 minutes," he said, adding that he had made about twenty-five flights up to that time and once attained a speed of ninety miles an hour.

The former foot soldier kept at it. In its issue of June 29, 1914, *The Spokesman-Review* reported another of Smith's flights; this one cast the one from the mule show into the shade. The item stated that in an airplane of "his own make" Smith had, the previous day, made one of the most spectacular flights ever witnessed by the people of Spokane. The alumnus of the Parkwater flying school took to the air in the late afternoon and began his flight by manipulating two figure eights over the aviation grounds. Following this performance he struck out on a cross-country flight over the hills northeast of Spokane, circled over Hillyard, and, at an altitude of three thousand feet, soared over Natatorium Park and alighted at his starting point after being in the air just fifteen minutes. During that quarter hour he had covered twenty miles.

During World War I the American army was equipped with aircraft for pursuit, observation, day bombing, night reconnaissance, and for training. Forward strides were taken in the design, construction, equipment, and testing of airplanes. The Liberty engine, combining high power with lightness, was developed and put into quantity production.

On May 15, 1918, the first official authorized air-mail flight in the world was made from Washington, D.C., to New York City. The first air-borne letters to reach Spokane were delivered in this city June 26, 1918, coming a large part of the way by rail.

After the war, ex-army aviators and other pilots blazed the sky trails over Spokane and the Inland Empire. They landed in wheat fields, creek bottoms, and on any flat places they could find. Their needs crystallized into a demand for a Spokane airfield. The city owned a suitable site—several hundred acres of land along the Spokane River upstream from the city. Bought to protect the city wells and water works, a municipal golf links had been built on the land. In April, 1919, the Spokane park board officially made it a municipal landing field. A Victory Loan flying circus, with eleven planes participating, was staged on this field April 25 and 26, 1919, by Major Russell Thaw of the Lafayette Escadrille.

At first Spokane's airport was called Earl Hoisington Field in honor of an aviator killed in the first World War. Nicholas B. ("Nick") Mamer built a hangar and shed here and, on an adjacent eighty acres, two other World War flyers, Thomas W. Symons, Jr., and Foster Russell, established their own flying field and hangar. Bringing planes to the city, they engaged in taxi and sight-seeing flights, and Russell launched a flying school. Symons—son of Colonel T. W. Symons, an army engineer who came to Spokane Falls in the seventies—was a pioneer in the establishment of commercial air-line operations between Spokane and Walla Walla.

First aviators to fly across the Cascade Mountains, the Inland Empire's boundary on the west, were Lieutenant J. M. Feters, of Mather Field, Sacramento, California, and Sergeant Owen Kissel. They flew from Seattle to Ellensburg June 20, 1919, the pilot keeping Snoqualmie Pass on his right. The flying distance of ninety-five miles from Seattle to Cle Elum was negotiated in seventy-five minutes, the twenty miles from Cle Elum to Ellensburg in eighteen minutes. Making their flights under government orders to stimulate recruiting, they flew to Spokane after stopping at Yakima, Pendleton, Walla Walla, and other towns, and then on to Yellowstone

National Park. The previous month (May, 1919) had seen the first transatlantic flight.

On June 15, 1920, Herbert Munter made a nonstop flight in a Boeing airplane from Seattle to Spokane in two hours and fifty minutes. The first penetration of the stratosphere had been accomplished the previous February. In 1920, also, *The Spokesman-Review* tried out the airplane as a means of distributing newspapers. Lewiston, Idaho, was chosen for the experiment. Six hundred and fifty copies of the Sunday issue for June 27, 1920, were delivered by plane to Lewiston that morning.

The papers went from the presses in the Review Building by automobile to the field of the United States Aircraft Corporation and were loaded into a plane by N. B. Mamer and C. H. Merser. The take-off from the flying field east of Spokane was at 6:20 A.M. and the landing was made at the edge of Lewiston an hour and twenty minutes later. A waiting automobile hurried the papers downtown and *The Spokesman-Review's* circulation manager in Lewiston started his boys out on their delivery routes, not ordinarily covered until 3:00 P.M. C. H. Breed, circulation manager of *The Spokesman-Review*, who had left Spokane in a "fast" automobile at three o'clock in the morning, arrived at Lewiston in time to see the last of the distribution.

Although the stunt attracted attention, *The Spokesman-Review* concluded that regular delivery by airplane was not practical. Today, by motor truck, *The Spokesman-Review* reaches Lewiston daily at 4:00 A.M., three hours and forty minutes earlier than the airplane did in June, 1920.

On August 23, 1923, *The Spokesman-Review* ran the following news article:

San Francisco, Aug. 22—Pilot Clair K. Vance brought more than 400 pounds of mail from eastern points to Crissy field here tonight at 6:24 o'clock, 34 hours and 23 minutes after the first installment of it had left Hempstead field on Long Island, yesterday morning.

In 1924 Adjutant General Maurice Thompson suggested the state of Washington as the base for a National Guard air observation unit. Back in Washington, D.C., Air Corps officials decided Montana was

the logical site. Thompson held out for Washington. James A. Ford, secretary of the Spokane Chamber of Commerce, who was at the national capital, telegraphed associates in his home city that Spokane could have the One Hundred and Sixteenth National Guard Observation Unit if it put up ten thousand dollars in cash to build a hangar.

E. F. Cartier Van Dissel, as chairman of the Spokane Chamber of Commerce Military Affairs Committee, called a conference. That same afternoon the committee telegraphed Thompson that a draft was in the bank. Spokane got the observation unit.

Spokane citizens celebrated their first air-mail link with the Middle West and East on April 6, 1926, the year of the first flight to the North Pole. By rail connections with planes at Pasco, Spokane was tied in with the nation's transcontinental air-mail route between San Francisco and New York. Civic officials from Spokane and other parts of the Northwest flocked to Pasco. White-haired Felix Warren, frontiersman, Indian fighter, and stagecoach driver, carried Spokane's air-mail by stagecoach drawn by a six-horse team. Major John T. Fancher, commander of the One Hundred and Sixteenth Observation Squadron, took his command of seven "Jennie" airplanes from Felts Field to Pasco, where Varney Air Lines was poised to launch its service to Elko, Nevada, there to connect with planes of the transcontinental route. Among the spectators was Second Lieutenant H. R. Wallace, later the brigadier general commanding the National Guard's Forty-second Fighter Wing.

Spokane's first air-mail letters were among 9,285 pieces in six pouches which left Pasco in a single-engined open-cockpit Swallow, equipped with a 225-horsepower motor and able to carry a maximum of three hundred pounds of mail. The pilot was Leon D. Cuddeback, today the Seventh Regional Flying Safety Engineer for the Civil Aeronautics Administration, with headquarters in Seattle. Bells rang, whistles blew, and the crowd cheered in the bleak gray dawn as he headed for Boise, Idaho, escorted by three army planes. In October, 1926, the southern terminal was changed from Elko to Salt Lake City.

R. Walter Evans, Spokane automobile dealer, hit on the idea of

bringing the National Air Races to the Spokane airport. Major John T. Fancher backed the plan and secured the races for this city. Spokane citizens offered \$48,250 in cash prizes for the races and guaranteed payment of \$60,000 expenses. The program included air derbies from San Francisco to Spokane and from New York to Spokane. W. H. Cowles was one of nine members of the executive committee of the National Air Derby Association and one of the heaviest financial supporters of the aeronautic events at the Spokane airport.

Flying a Swallow plane, Major Fancher took off for New York and intermediate points on July 16, 1927, to make final arrangements along the route for the National Air Derby. When in the East, he personally invited Colonel Charles A. Lindbergh to come to Spokane to help create interest in the air races and Lindbergh accepted. Only two months before he had thrilled the world by flying his high-wing monoplane, the *Spirit of St. Louis*, across the Atlantic from New York to Paris. In the afternoon of September 12, 1927, the man everyone now knew as the "Lone Eagle" flew in the *Spirit of St. Louis* across the heavily timbered mountains north of Wallace. Although the ceiling was low in places he experienced no difficulty, found the Spokane airport "easy to get down to."

Interviewed by newspapermen at the state suite of the Davenport Hotel, Colonel Lindbergh answered all questions readily, smiling amiably, and occasionally joining in a bit of laughter at some remark. *The Spokesman-Review's* report of the interview stated:

Inviting all of the reporters to be seated, Lindy declared he preferred to stand and never moved from the spot during the quarter hour of the interview.

He wore a dark blue double-breasted suit, a white collar and a dark four-in-hand tie and stood most of the time with his hands in his pockets. He declined a cigarette a reporter offered him. His face was flushed—perhaps tanned—and his hair as usual was askew. He entered quickly into the spirit back of the air derbies and races.

"You are doing a tremendously fine thing in Spokane," he said. "Your derbies are virtually breaking in the northern air mail route."

"Some of these days," he said, "the general public is going to know as much about airplanes as it knows today about automobiles. The sooner they learn, the better. To me the great thing about your national air derbies



and national air races in Spokane is the fact that they are helping to spread this knowledge and are making your people and the country generally more air minded. . . . Aviation will soon be part of the nation's everyday life and each individual ought to be informed."

The program Colonel Lindbergh helped publicize included the National Air Derby—New York to Spokane, September 19, 20, and 21; the Pacific Coast Air Derby—San Francisco to Spokane, September 21; and the air races at the Spokane airport, September 23 and 24. Details of the air races were handled by officers of the Forty-first Division, Air Service, Washington National Guard. Ellsworth C. French was publicity manager and *The Spokesman-Review* played up the races in big space.

Wiley Post, Clyde Pangborn, and other noted flyers were attracted to Spokane by the events.

The meet opened with the National Air Derby, a race of civilian planes from Roosevelt Field, Long Island, to the Spokane airport (two classes). In Class A fifteen planes started and eight finished, with Pilot C. W. ("Speed") Holman in a Laird biplane making the distance in 19 hours 42 minutes 7 seconds to win first prize of \$10,000. In Class B twenty-five planes started and nine completed the course. C. W. Meyers, piloting a Waco airplane, reached his destination in 30 hours 23 minutes 15 seconds to win first prize of \$5,000.

In the Pacific Coast Derby from Mills Field, San Francisco, to Spokane, in Class A there were five entries. C. J. Lippiatt, piloting a Travel Air airplane, completed the course in 8 hours 11 minutes 37 seconds to win first prize of \$1,500. In Class B, four out of six entries that started reached Spokane. C. L. Langdon, in an International airplane, reached the city's municipal airfield in 9 hours 59 minutes 18 seconds to win first prize of \$1,000.

Other events included civilians flying sport planes over a course of sixty miles; civilian competition for light commercial planes; a free-for-all race for two-or-more-place low-powered airplanes; a race for pursuit-type navy planes and another for pursuit-type army planes; a military competition for observation-type two-place airplanes flown over a course of one hundred miles; another military

competition for large-capacity airplanes; a free-for-all civilian race for two-, three-, and four-place airplanes; a speed race for National Guard pilots; the *Dayton Daily News* Light Airplane Trophy competition for civilians; and the *Detroit News* Air Transport Trophy speed-efficiency race.

*The Spokesman-Review* offered a set of trophies for a free-for-all pursuit-ship race. There were ten starters in this event. It was won by Lieutenant Eugene C. Balten with a Curtiss Hawk airplane that attained a speed of 201.239 miles per hour—remarkable for that day.

Only two aviators took part in the nonstop race from New York to Spokane. Both were forced down in Montana, one at Missoula, the other at Billings. Among military and civilian flyers seen in action during the races were Tex Rankin, Eddie Stinson, Jimmie Doolittle, Vance Breese, E. C. Ballough, Duke Windsor, N. B. Mamer, and many military and naval aces.

The event was highly successful, the first of its kind to pay its way.

On September 22, 1927, the Spokane airport was dedicated and named Felts Field by Adjutant General Maurice Thompson, in honor of Buell Felts, publisher of the *Spokane Valley Herald*, a National Guard flying officer who was killed in a crash near the airport on May 29, 1927.

N. B. Mamer, Clarence I. Paulsen, Newton Wakefield, and associates gave Spokane commercial aviation on regular schedules in 1929—the same year in which the first flight to the South Pole took place. For their business, the Mamer Flying Service, Inc., they purchased two trimotored Ford twelve-passenger planes and some smaller ships. They conceived the idea of using planes for forest patrol in the forest-fire season and secured a contract for this work. They did extensive mapping and photography of industrial plants, towns, and remote timber areas.

On May 16, 1929, more than three thousand people from all points in the Inland Empire flocked to Pasco to join with that city in dedicating the new Franklin County Airport.

That same summer a group of Spokane citizens, including W. H. Cowles, put up ten thousand dollars to finance a nonstop trans-

continental flight by the *Spokane Sun-God*. The name was originated by *The Spokesman-Review's* publisher.

With N. B. Mamer at the controls and Art Walker as copilot, the *Spokane Sun-God* lifted its wheels from Felts Field, Spokane, at 6:00 P.M., August 15, 1929, carrying 320 gallons of gas. Refueling in the air eleven times the *Spokane Sun-God* made the trip to New York and back to Spokane in 115 hours 45 minutes. The distance covered was 7,200 miles. The aviators maintained contact with sponsors of their flight by writing messages on scraps of paper and dropping them overboard. Two of the messages: "How in hell do you expect us to see when you fly into the sun?" "The ship is just plum full of food and thermos bottles. Please don't send up any more tonight." Messages to the two flyers were attached to the hose through which their ship received its fuel or were lowered on a rope with a weight at the end. The *Spokane Sun-God* was the first plane to make a transcontinental refueling flight, first to refuel at night, first to refuel at an altitude higher than eight thousand feet. And it chalked up a new record for nonstop flight mileage.

Another event that made 1929 an outstanding year in aviation for Spokane was the start of direct air-mail service to this city with mail planes alighting at and taking off daily at the city's airport. For over three years trains, not planes, had transported air mail between Spokane and Pasco, 146 miles distant by rail. Spokane's postmaster, T. J. Smith, put out bids for the transportation of mail to and from Spokane by plane. A flying schedule was worked out. An average flying speed of one hundred miles an hour was a must. Better time was asked if the weather was good. Varney Air Lines landed the contract. The new direct service began September 15, 1929. Front-page headlines in *The Spokesman-Review* next morning read:

5000 SEE START OF MAIL PLANES  
Two Big Ships Carried 75,000  
Pieces On Their First Flight

The first paragraphs of the story read:

With 5,000 persons, by estimate, looking on, 75,000 pieces of mail were lifted from Felts field Sunday afternoon in inauguration of the first direct

air mail service from Spokane into the world. They were taken in two Stearman planes of the Varney air mail line and were directed to about every state and hundreds of cities and towns.

The sun was low and shone like a great ball of fire through the smoke when the two mail planes, styled "The Business Men's Special," roared up the field and into the air a few minutes before 5:40 p.m., the scheduled time of departure. On lifting from the ground they were followed by 10 or more army and commercial ships as escorts from the city.

Equipped with a J-4 Wright Whirlwind, the smaller of the two Varney planes piloted by Russell Owen, took off first. The larger ship, equipped with a Wright Cyclone, was in charge of Leon D. Cuddeback, vice president of Varney Air Lines and senior pilot of the service.

Both planes landed at Pasco. The larger plane with the eastern mail continued on to Salt Lake City, which had replaced Elko as connecting point with the transcontinental system. The other flew to Portland and Seattle. The first plane with mail for Spokane was scheduled to arrive at Felts Field at 5:45 A.M. the following day.

Clyde Pangborn and Hugh Herndon, Jr., started from New York in a round-the-world flight July 28, 1931. Flying a Bellanca monoplane with a 425-horsepower engine they reached Moscow July 31, crossed northern Europe and Siberia, and proceeded to Japan. October 3 they left Samushira Beach near Tokyo and on October 5, unable to land at Spokane on account of a low fog, pancaked down at Wenatchee, Washington. They had flown 4,458 miles in 41 hours and 11 minutes. It was the first nonstop flight across the Pacific.

In the same year, 1931, United Air Lines was formed out of the Varney Air Lines and three other air-transport companies. United Air Lines brought Spokane and other Northwest cities a one-company service all the way to the Atlantic seaboard and the length of the Pacific coast.

In 1933 Spokane obtained a second airway east when Northwest Air Lines began operations over the northern transcontinental route between Seattle, Spokane, the Twin Cities, and Chicago.

Late in 1933, Civil Works Administration and Federal Emergency Relief Administration funds were made available for the construction and extension of airports in the forty-eight states. Ellsworth C. French was appointed State Airport Advisor for the state of Wash-

ington. The Inland Empire's share of these funds, amounting to a sizable part of a million dollars, resulted in the improvement of various Inland Empire airports and landing fields and the building of others where there had been none before. Among Inland Empire communities benefiting from the program were, in Washington: Chewelah, Colfax, Colville, Coulee City, Davenport, Deer Park, Ellensburg, Ephrata, Grand Coulee, Newport, Okanogan, Oroville, Prosser, Pullman, Quincy, Tonasket, Walla Walla, Waterville, Wenatchee, Wilbur, Yakima; in Oregon: Pendleton.

By 1934 heavy freight was being carried by air.

An air circus at Cocur d'Alene, at Weeks Field, was reported in *The Spokesman-Review* of June 3, 1935. Fifteen ships, varying in size from a trimotored Ford to a single-passenger plane, kept the crowd of ten thousand interested. Tex Rankin, of Portland, Oregon, flying a Great Lakes training plane, went through complicated evolutions. *The Spokesman-Review* reported:

Rankin did the famous outside loop at 2500 feet, an upside down spin of eight turns, an upside down figure eight at 2,000 feet, the vertical figure eight (inside and outside loop), slow rolls, falling leaf, roll and a half stopping inverted, Immelman turn, reversement, slow rolls in a 360 degree circle, tail spin of five turns, vertical roll, double roll, flying on side, upside down dive and speed dash and the side slip landing.

In August, 1936, United States Army pilots were getting acquainted with the Pacific Northwest terrain, which might be important if another war came, surveying its cities and other features of its landscape from the air. Seventy bombing and attack ships of the army, in three groups, participated in maneuvers over Washington and Oregon.

Assigned to cover the maneuvers for Spokane's morning paper was Albion C. Libby, Jr., veteran of World War I and a *Spokesman-Review* reporter since February, 1920. To get the details of his story he rode in one of the ships of the bombing group stationed at Felts Field, Spokane's airport. In the navigation officer's seat, he was directly behind Captain J. H. Atkinson, commanding the Ninth and Eleventh squadrons included in the group.

The following passages in Libby's story, from *The Spokesman-*

*Review* for August 10, 1936, suggest the great advances made by aviation since the first flight of a heavier-than-air machine in Spokane was described in the issue of April 3, 1910.

These ships, after departing from Spokane, cast their silver shadows over Ellensburg, Seattle, Bremerton, Tacoma, Fort Lewis, Vancouver, Portland, Pendleton and Walla Walla before "dropping anchor" in Spokane again, after nearly six hours in the air, and a non-stop cruise of more than 900 miles.

It was my opportunity to observe from an easy chair through the window, a closeup view of Major Gaffney's group maneuver. It was a stunning sight after planes had taken off at one-minute intervals and headed toward the western horizon. We were traveling at about 175 miles an hour, but directly ahead of us as we flew over town, were nine big ships which we never caught, and on our sides were four more we couldn't shake off.

All these were in plain view from my window, several of them sometimes so close that the occupants could easily be recognized.

In the year Libby wrote this story, transpacific passenger service was inaugurated by Pan American Airways.

*The Spokesman-Review* reported, August 13, 1938, "80 Big Planes Fly Above City." The lead paragraph read: "Completing the tactical end of the largest army air force maneuver to be held in the Pacific Northwest, nearly 80 fighting planes, composing fully a third of the available defense air forces of the army, swung over Spokane early Friday afternoon in a farewell salute to the Inland Empire."

In June, 1939, Pan American Airways launched the world's first transatlantic passenger service.

The struggle for survival of a Spokane aviator whose plane crashed in the northern Idaho wilderness on a stormy February night was one of the outstanding news stories of 1939.

Roy Shreck, an observer for the United States Weather Bureau, flying a small Stearman biplane, took off from Felts Field at 12:29 A.M. on Sunday, February 12, 1939. For four years he had been in partnership with N. B. Mamer, of *Spokane Sun-God* fame, who had lost his life in 1938 when the Northwest Air Lines plane he was piloting crashed in Montana.

Shreck was carrying Weather Bureau instruments to record air pressure, temperature, and humidity at various altitudes above the

city. Eighteen minutes later he contacted the airway's communication station at Felts Field, reporting from 8,000 feet that he had struck high snows. At 1:08 he reported to the ground station that he was heading west but was being blown east by strong winds at 13,000 feet. From 13,800 feet he reported that ice was forming on his aerial and affecting his radio transmission. His wife, Marie Shreck, heard him by way of short wave on her home radio at about 1:20: he was coming down and flying blind because of heavy fog. An instant later the wind and storm swallowed him.

Word that the Weather Bureau observer was missing aroused the whole Inland Empire to a frenzied pitch of excitement and anxiety. Three days after his disappearance, at 10:30 A.M. on Wednesday, he telephoned *The Spokesman-Review* from Coeur d'Alene that he had walked out and was safe. Shreck told the story of his adventure to Russell Bankson, *Spokesman-Review* feature writer, who became well known for his western novels and for his book, *The Klondike Nugget*. Much of the story was just as it was told by the aviator. Here is the first part of it, as taken down by the reporter:

As soon as we started climbing, I knew I was bucking a strong westerly wind. I kept the plane headed due west on the beam. The town went out of sight at 7,000 feet, yet I had only gotten as far west as the fair grounds, with the engine wide open. At 110-mile-per-hour cruising speed that would mean we were bucking a gale of about 200 miles an hour. I never once turned the plane but drove it at 100 miles per hour straight west into the gale.

At 10,000 feet the wings started icing.

Rough ice formed in little knots all over the wings and acted like brakes on the plane. At 13,000 feet I saw we had all the ice we could handle and started to work my way down. I came down to about 7,000 feet figuring the ice would thaw in the lower altitude but it got worse and I came into the roughest air I have ever encountered.

It took hold of the plane and tossed it around. The plane would tilt over sidewise, then swing violently to the other side. It would start dropping then it would be thrown upward.

I had my parachute on and began to think I would have to jump. I was tossed around in the cockpit, the controls were torn from my hands, my goggles were torn off, my earphones jerked from my helmet.

I knew I hadn't been making any headway westward and that possibly I was being blown eastward. I was up about 5,000 feet when I felt the wings touch treetops and knew then that the plane had been blown into the

mountains east of the Valley. The throttle was wide open, and the nose of the engine pointed upward, but in spite of this I had been dropping at the rate of 200 feet a minute.

I thought: "I'm going to crash" and turned off the ignition switches. Then I felt the plane crashing down through the treetops and heard the wing tips being torn off. The engine was driving the plane ahead and the wind was pushing it back so I was about at a standstill and the plane sank gently down as if I were in a parachute.

That night the aviator, uninjured, made himself comfortable in the wrecked plane and the following morning started to walk out. Word that the "man in the sky" was safe put a load on telephone company switchboards not approached since Armistice Day, twenty-one years before.

Because of the multiplying number of planes, Felts Field was no longer adequate to serve Spokane's growing air needs. A succession of news stories from January, 1939, to January, 1940, told how a new 1,280-acre airport west of Spokane was selected and bought by Spokane County commissioners and transferred to the government as part of the national defense program. Called Sunset airport at first, but renamed Geiger Field, it was developed as one of the major airports of the West.

The Second Air Force, the largest air force in the country, originated as the Northwest Air District, with headquarters at Felts Field, Spokane, on January 16, 1941. Six weeks later the headquarters were moved to Fort George Wright on the north side of the Spokane River. The operational base was the new airport. In June, 1943, the headquarters were moved to a more central location at Colorado Springs.

Airfields, air depots, bombing ranges and other features of the army's air-armada program resulted in the expenditure of over \$139,000,000 in the area between the four mountain ranges.

A large air depot near Spokane was planned as a defense project before the war but, when Pearl Harbor was bombed, blueprints were radically revised. When actual work was started on the air depot, twelve miles west of Spokane, the Japanese were on American soil. The installation which was to have taken two and a half years to build was rushed to completion in thirteen months. The



Spokane Trade School and other Inland Empire schools trained the personnel to do the specialized work required to return wounded planes to combat. On January 1, 1944, the personnel of 7,536 looked back upon four months during which the depot had serviced and repaired \$51,146,000 worth of fighting ships and engines.

An air force base, built by Army Engineers at Moses Lake, was used for bomber training. The airport at Walla Walla was taken over by the Air Corps. In the sagebrush some two and a half miles north of Pasco, approximately 22,000 acres were utilized by the navy in its training program. It had housing for 4,050 enlisted personnel and 366 officers.

Starting July 22, 1946, the main transcontinental air lines used Geiger Field. On October 27, 1947 it became a Spokane municipal airport.

The part of aviation in the dropping of atomic bombs on Japan in August, 1945, is told in Chapter XXI.

Toward the end of the thirties and the beginning of the forties, Inland Empire farmers and ranchers began to find that light aircraft had a place in mechanized agriculture. Landing fields on farms became increasingly common. Livestock breeders became aviators in spotting cattle, checking water holes, carrying salt or feed to distant flocks and herds. Planes were used to dust hopfields and other crops, to get machine parts from distant dealers in a hurry, and to bring harvest hands from labor centers in double-quick time.

Since early in the twentieth century *The Spokesman-Review* has printed thousands of news items in the realm of flying. High lights in the cavalcade of flying between the four mountain ranges, as given in this chapter, have been taken from *The Spokesman-Review's* news pages for that period, spanning four tremendous decades. Newspapers the country over also have reported the history of aviation as it has been written in the skies. But for each newspaper field the unfolding story has had many local angles.

Exciting new developments have challenged a new generation of reporters, editors, and news photographers. In Spokane, within a year after the war's end, the United Air Lines' first postwar plane,

the DC-6 "Mainliner," flew to Spokane from Seattle in forty-seven minutes. Northwest Air Lines was planning a seventy-five-passenger Boeing Stratocruiser, looking toward passenger, mail, and cargo service from Spokane to Alaska, and over the top of the world to the Orient.

## CHAPTER XX

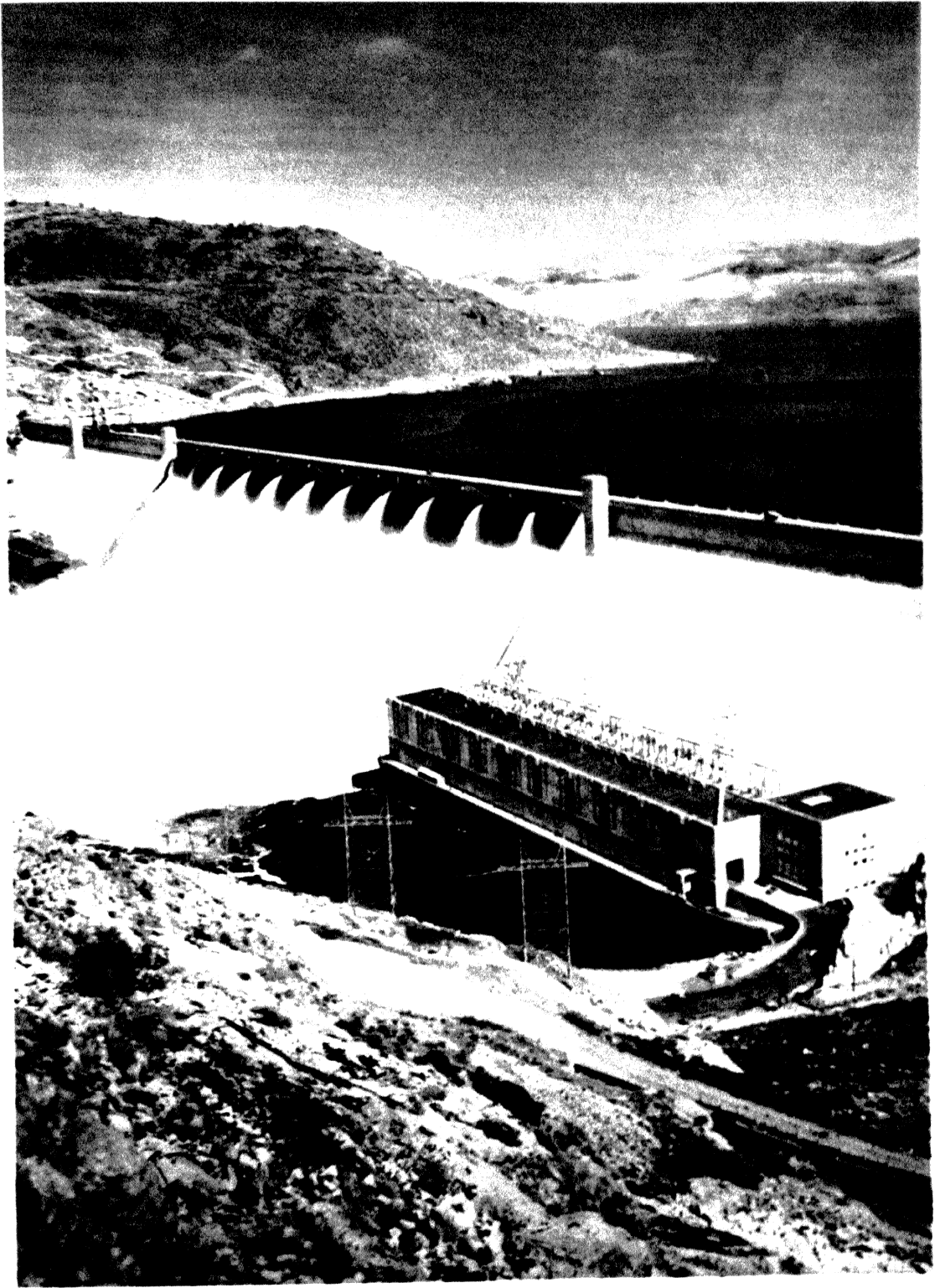
# World's Greatest Source of Power

*Grand Coulee Dam Is Constructed Between the High Rocky Walls of Columbia River Canyon—High Dam at This Point Suggested in the Spokane Spokesman of September 29, 1892—The Long Campaign That Put the Project Across—Dam Produces Power for Aluminum and for Atom Bombs—Power from Dam Will Pump Water to Irrigate a Million Acres of Arid Land.*

**G**RAND COULEE DAM, located in eastern Washington, ninety-two miles west of Spokane, is undisputed world leader in the field of electrical power generation. Two years ahead of schedule, the last of its eighteen generators was installed in September, 1951. While each of these generators is rated at 108,000 kilowatts, each is capable of producing more than 125,000 kilowatts in continuous operation. All of the immense quantity of electrical energy produced at Grand Coulee is being used. The demand for its power has increased faster than additional generators could be installed, and a market for all the power it can produce is assured.

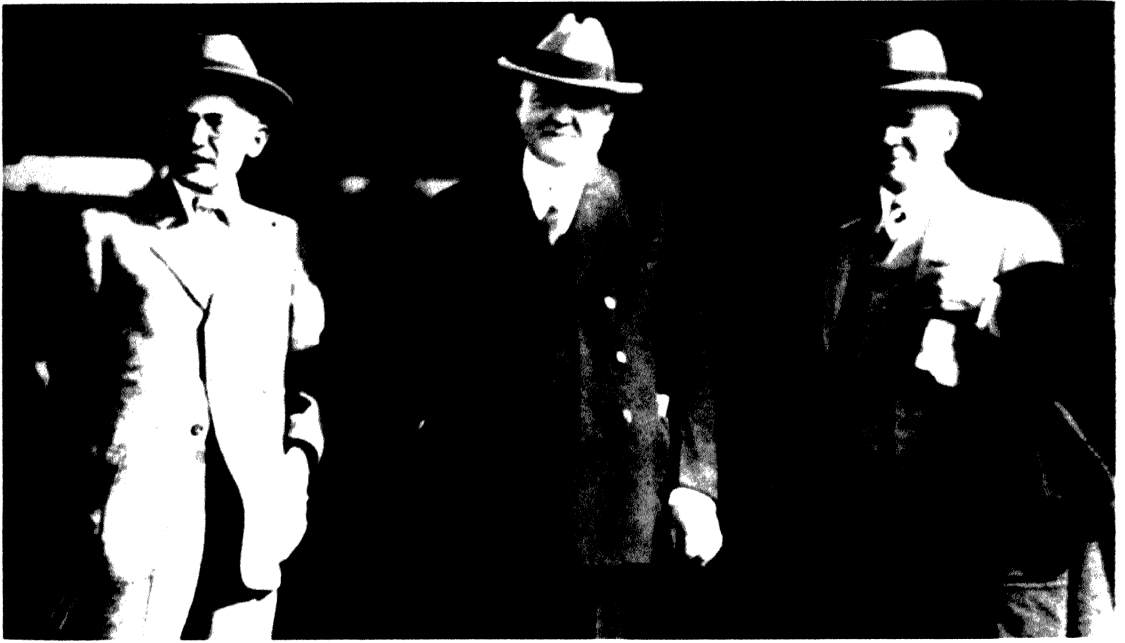
When building the dam was first given serious consideration, the main and almost the sole objective was the irrigation of between one million and two million acres of dry but highly fertile land in the Columbia River Basin, including parts of Grant, Adams, and Franklin counties in central Washington.

Western irrigation has proven a big success. In 1836, Missionary Marcus Whitman found the Hudson's Bay fur traders at Fort Walla Walla making use of water for their vegetable garden. Later, at his mission farm to the east, the energetic doctor made extensive use of water in his farming operations. From a corner of his millpond, fed by springs and the Walla Walla River, Whitman built an irrigation ditch nearly ten feet wide to carry water to his diversified crops. In the Yakima Valley irrigation was begun by the Oblate Fathers in



GRAND COULEE DAM

On the Columbia River ninety-two miles west of Spokane. During World War II it was described by the Department of the Interior as the "mightiest war weapon of the nation." This installation is the principal source of power for the atomic plant at Hanford and will produce the electrical energy which will lift the water needed to reclaim a million thirsty acres in the Columbia River Basin.



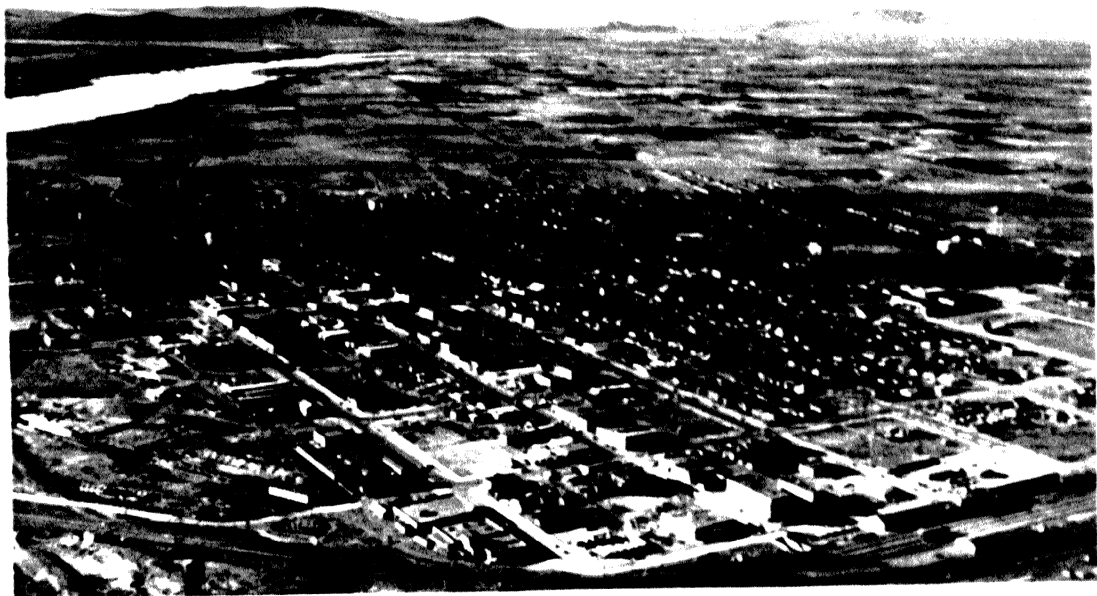
### THREE GOOD FRIENDS

Herbert Hoover, Secretary of Commerce, with W. H. Cowles, publisher of *The Spokesman-Review*, on his right and Charles Heberd, a member of the Columbia Basin Committee of the Spokane Chamber of Commerce, on his left. Heberd, a Republican stalwart, persuaded Hoover to inspect the basin project in 1926. An extended sight-seeing tour brought the group to Albeni Falls on the Pend Oreille River, four miles west of Priest River, Idaho.



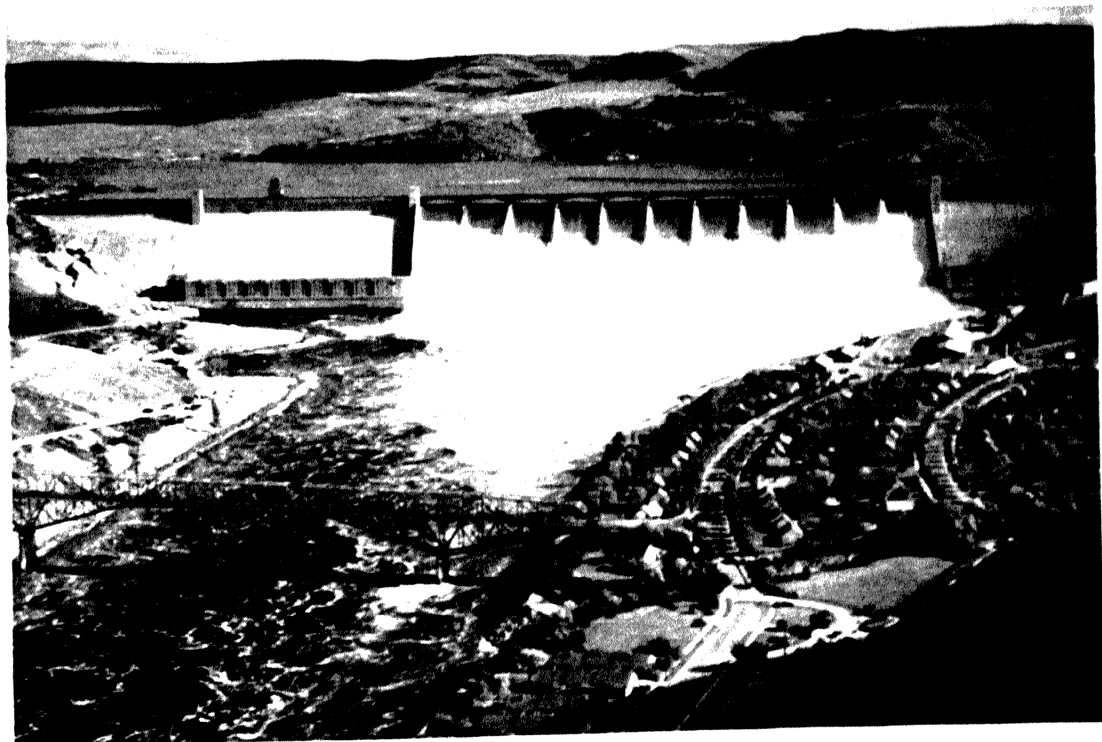
### ALBENI FALLS, BEFORE PRESENT CONSTRUCTION STARTED

While the Pend Oreille River, and the lake behind it, were long considered as a possible source of irrigation water for the Columbia Basin, a dam at this point was abandoned in favor of one at Grand Coulee on the Columbia. Today, however, a 472-foot-long dam at these falls is being constructed as a source of electric power.



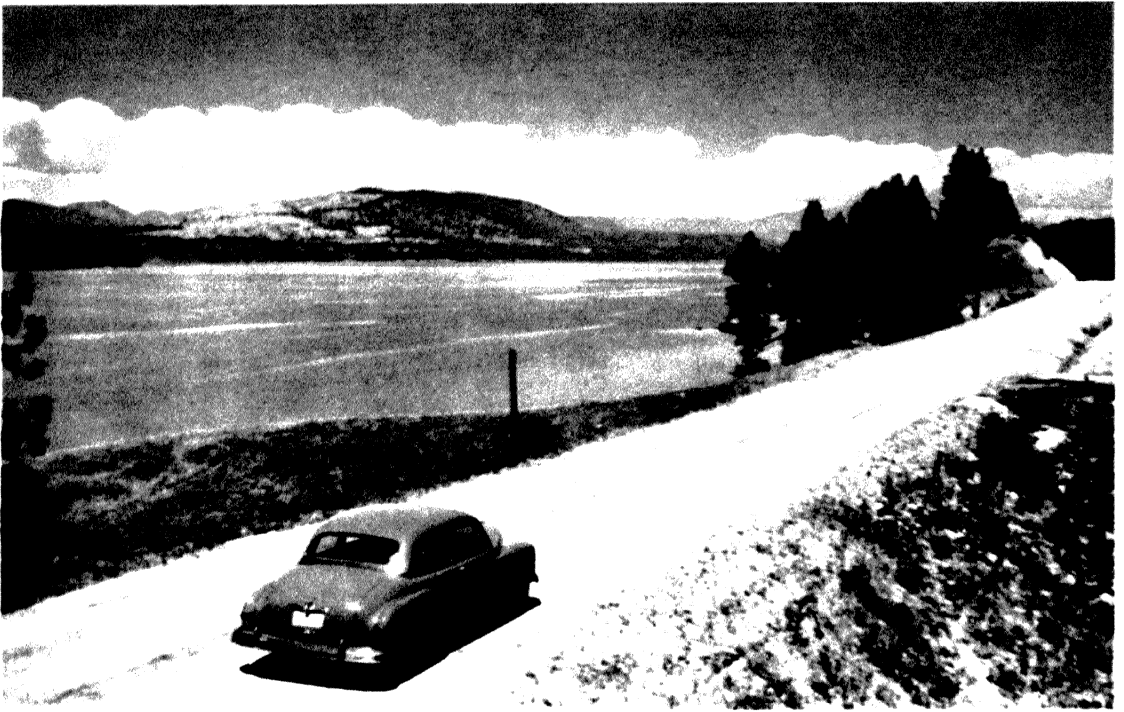
### WAY STATION FOR ATOMIC WORKERS

The early-day slogan, "Keep your eye on Pasco," took on new meaning when the Du Ponts built the gigantic atomic plant at near-by Hanford. Hanford-bound workers poured into this rail center from every part of the nation. Pasco was also a reconsignment point for the army, site of a navy training station. In less than two years its population tripled.



### AMIDST THE ROAR OF THE FALLS

Coulee Dam, Washington (lower right), is 92 miles from Spokane, 358 miles from Portland, 239 miles from Seattle. An element of hustle and bustle is given to the town by hordes of visiting tourists, attracted by the great power installation and headed, perhaps, for the "marine playground," Roosevelt Lake, back of the dam.



#### ROOSEVELT LAKE AND THE HIGHWAY ALONG ITS BORDER

Twelve towns were razed or removed, forests cut down, railways and highways changed to make room for the 171-mile-long artificial lake behind Grand Coulee Dam. This lake, and the river above it, give water transportation to the great Arrow Lakes.



#### WATER FLOWING TO CROPS IN THE YAKIMA VALLEY, WASHINGTON

The picture shows a typical irrigation ditch in the Roza project. The fruitful Yakima Valley demonstrates what the Columbia Basin—five times its size—will eventually produce. Soil and climate of the two areas are almost identical.



#### PICKING WINESAP APPLES

On the lower bench above the town of Okanogan, Washington (established in 1886). Most of the commercial apples grown between the Rocky Mountains and the Cascade Range come from irrigated orchards.





### WINTER PARADISE

That's Kennewick, in the Indian tongue. Situated in a protected basin with an abundance of water for irrigation, land in this area yields grapes, cherries, peaches, strawberries, and early garden produce. The town was a bunch-grass waste until platted by the Northern Pacific Irrigation Company in 1892.



### HOME TOWN OF ATOMIC WORKERS

Starting as a boom town, Richland dwindled into a small farm center with a population of 250. With the atomic development at Hanford beginning early in 1943, and with the urgent need to provide living space for atomic workers, the village became, almost overnight, a city of 15,000.



WARTIME HANFORD

Living accommodations for the 51,000 construction workers who built the immense atomic-bomb plant on the Columbia River. Made up of barracks-type quarters and trailer camps, Hanford skyrocketed from a village of a few hundred souls to the fifth largest city in the state of Washington.

PORTLAND, OREG., 11,568,771

**TREASURY**  
DIVISION OF DISBURSEMENT

12

Treasurer of the United States

THROUGH FEDERAL RESERVE BANK OF SAN FRANCISCO 11 37  
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TO THE ORDER OF **E. I. DU PONT DE NEMOURS & COMPANY**  
ATTENTION: A. D. NIELSON  
ROOM 10052 DU PONT BLDG  
WILMINGTON 98 DELAWARE

51150

Fixed Fee for construction and operation of Hanford plant 1946-1948 pursuant to Government Contract No. W-7412

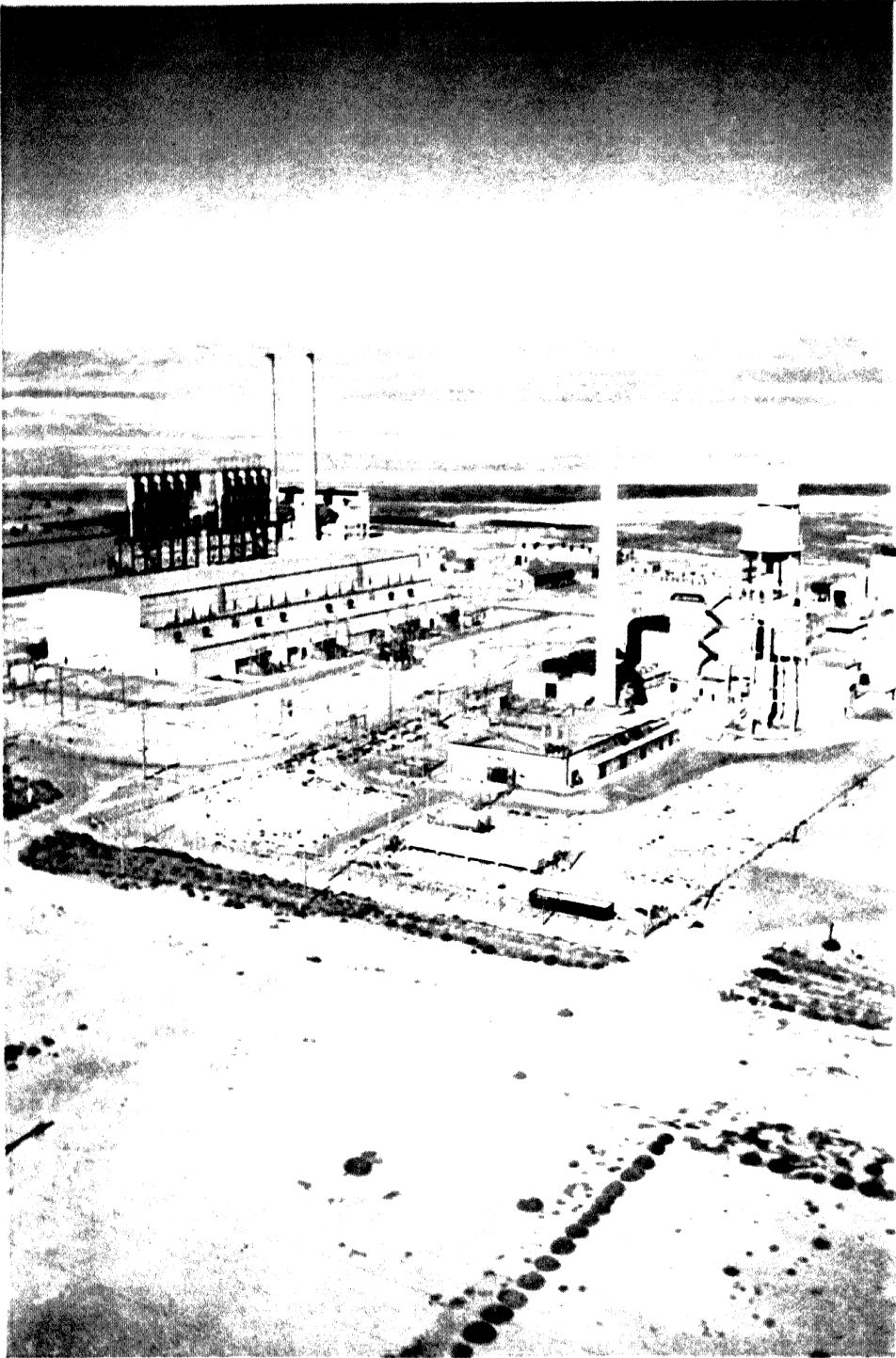
DO NOT FOLD SPINDLE OR MUTILATE  
KNOW YOUR ENDORSER - REQUIRE IDENTIFICATION

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*Warden*  
135 FEDERAL RESERVE NOTE

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WHERE BUT IN AMERICA?

Reproduced in reduced size, above, is the one-dollar check paid by the Federal government to E. I. du Pont de Nemours & Company as the Du Ponts' sole profit for designing, constructing, and operating the atomic bomb plant at Hanford including, as part of the development, the housing project pictured at the top of the page. The check is reproduced here with the express permission of John W. Snyder, Secretary of the Treasury.



#### PART OF THE ATOMIC PLANT AT HANFORD

Designed and built in eastern Washington and operated during the war by E. I. du Pont de Nemours & Company. Plutonium, a radioactive substance, was made here for use in the atomic bombs which shortened the war and saved many lives. In August, 1945, the bombs were assembled at Los Alamos, New Mexico, just before the airplanes carrying them took off for Japan.

1850. In 1858 Hiram Smith used water from Nine Mile Creek, in the upper Okanogan Valley, to irrigate his apple orchard. As settlers came into the area between the Cascades and the Rockies, they found that rainfall in different parts of the territory varied widely. Some areas received all the rain necessary to grow bumper crops, while other sections did not get enough moisture from the skies to make farming profitable. But abundant water was available in lakes and streams, and the hardy pioneers found ways of bringing it to their homesteads.

Irrigation development was a source of news for the Spokane newspapers from their earliest issues. Typical is the following item from the *Spokane Review* May 28, 1891:

Wenatchee, Wash., May 25.—An irrigation ditch of sufficient capacity to give the entire valley an adequate water supply is one of the prime necessities to the complete prosperity of the Wenatchee country. Private ditches are quite numerous, and more are all the time being constructed, but these furnish water for only a small portion of the valley's extensive area. Prior to this year there has really been no demand for water from the very simple fact that enough of the valley's territory was properly watered to produce sufficient fruits, cereals and hay for home consumption, with a large surplus of fruits for the Kittitas valley and the Big Bend country. But with the prospects of transportation facilities there comes a demand for more water.

This was written the year before Jim Hill pushed his Great Northern line westward from Spokane and gave the Wenatchee Valley orchardists rail transportation to the outside world. A little over a half century later the ten-thousandth trainload of boxed apples rolled to market from this fruitful valley.

In March, 1892, when a new irrigation canal was opened in the Yakima Valley, the *Spokane Spokesman* reported: "While bands played and anvils boomed, Miss Dora Allen, a popular and beautiful daughter of Yakima, standing upon the headgate, broke a bottle of champagne, and as the water rushed into the canal she said: 'Flow on, thou liquid savior of our land, and blessings on you.'"

In a three-column article on Sunday, July 27, 1902, *The Spokesman-Review* summarized the status of land then available in the Inland Empire. The article stated: "Evidently the homestead rush is nearing its end. It will be succeeded by the age of irrigation." Opportunities in the Columbia Basin were reviewed. The statement

was made: "Excellent homestead filings which will some day be valuable may still be found. Every month for two years daring settlers have ventured a little further into the sand. Definite irrigation prospects will cause a gigantic rush to the sand lands, and a land boom such as Franklin [County] never saw."

Strongly recommended by President Theodore Roosevelt, the United States Reclamation Act was passed that same year. By this act the proceeds from the sale of public lands could be used to build diversion dams on lakes and streams and irrigation canals and pipe lines to bring water to arid but fertile acres. Provision was made to use rents paid by water users for further irrigation development. As a result of this act hundreds of thousands of acres of hitherto useless land in the Inland Empire were made highly productive.

Railway construction went hand in hand with the irrigation development, thus assuring markets for crops produced on newly created farms. Attention was focused increasingly on the Columbia Basin, largest contiguous area of land in the United States suitable for irrigation. By 1918 the Yakima Valley, to the west of the basin and with almost identical soil and climate, was producing irrigated crops worth \$30,000,000 annually. The Columbia Basin had five times as much land suitable for irrigation as that productive district. The question was that of how to get the water to the basin.

In areas where rainfall was meager but the soil productive, the problem had been solved by building dams across rivers and streams well above the area to be irrigated and letting the water flow downhill in canals and pipe lines to the place where it was to be used. The problem of irrigating the Columbia Basin might have seemed identical. There was the land needing only water to make it produce prodigious crops and there was the river—the Columbia—flowing beside the land for some eighty-odd miles. But there were vital differences. The Columbia flows in a deep, rocky channel at a level much below the basin lands. The task of holding back that tremendous current and then using power created by the river itself to pump water high enough to serve the irrigators' purposes entailed engineering problems on a vaster scale than had ever been attempted.

The basic idea of building a high dam at Grand Coulee, to bring water to the arid Columbia Basin, doubtless occurred to a number of persons. The idea was outlined in the columns of the *Spokane Spokesman* forty-one years (less twenty days) before the first survey stake was driven for the construction of Grand Coulee Dam. In its issue of September 28, 1892, *The Spokesman* outlined an ambitious plan to bring water from the Columbia River to arid basin lands, and in its issue of September 29, 1892, *The Spokesman* printed an interview with Laughlin MacLean, a dealer in farmlands in the Big Bend and Grand Coulee areas, describing the advantages of a high dam on the Columbia River to accomplish this purpose.

The first proposal was presented in a half-column article on page 5 of *The Spokesman*, under the head "Water for Farmers, Ships Are to Float Through Big Bend Country." The fantastic project was described as follows:

It is intended to turn a part of the Columbia river into the Grand coulee at township 28, range 30. The water is to follow the Grand coulee through the Big Bend country and empty back into the Columbia below Priest Rapids. This will, it is claimed, cut off 100 miles of the distance up the Columbia river. The promoters of the enterprise not only expect to make a first-class ship canal, but they expect to irrigate from 2,000,000 to 5,000,000 acres that are now practically worthless. This is claimed to be the finest soil in the state and all it needs is water.

Next day the rival *Review* jeered:

The REVIEW'S morning contemporary has undertaken the stupendous task of making the waters of the Columbia river run up hill into the singular irregular depression the Grand coulee. The advantages that would attend the consummation of so magnificent a dream need not be pointed out. In comparison the consequences of perpetual motion sink out of sight.

MacLean agreed with the *Review* that the scheme as described was impractical, but he outlined an alternative plan, which should earn him a place among those who visioned a high dam on the Columbia River. This is what the Big Bend land dealer said, as reported in column 1, page 6, of the *Spokane Spokesman* for Thursday, September 29, 1892:

There are only two difficult problems in the way. In the first place the highest point in the big canyon at Coulee City, has an elevation of 1,600 feet, while the Columbia river at the upper entrance is 775 feet lower. It

will be equally expensive to pump the water to the proper level or to cut a canal through the bed of the coulee. The latter plan would require a ditch averaging 1,000 feet deep and about ninety-five miles long, cut in the solid basalt rock. So probably the best plan will be to dam the Columbia river above the coulee so that it will rise to the proper level. This will require a dam, 1,000 feet high, and as the fall from the boundary line is but 200 feet, the back water will of course, extend to some point in Clark's Fork. Of course Northport will then be in the bed of a huge lake, but it will make a metropolis of Coulee City.

The second problem is the raising of the water 800 feet from the bottom of the Grand coulee to irrigate the adjoining plateau. But with the rich placer mines that will be exposed in the dry bed of the present channel, there will be plenty of capital to remove the difficulty.

True it is possible that the entire stream might flow into the sunken lakes below Coulee City, and only reappear at Moses lake. But it is too early to borrow trouble from such a minor danger. It is surely a grand enterprise.

Twenty-six years later the idea outlined by MacLean, with a few trimmings and without the reference to the "placer mines," was again proposed by William Clapp, an attorney at Ephrata, Washington, located on the rim of the Columbia Basin Project itself. From his office window Clapp could see the silvery green but useless sagebrush. He knew of near-by ranchers who had gone broke trying to make a living from land with scanty rainfall. He also knew, from first-hand observation, what water on basin soil would do. Independently, in July, 1918, Clapp hit on the idea of building a great dam between the towering rock walls in Grand Coulee, then using power generated at the dam to pump the water into a natural reservoir twenty-seven miles long. Clapp outlined his idea to Rufus Woods, publisher of the Wenatchee valley daily founded in 1905, who saw an item in it for his paper. Clapp's idea was played up in the following headlines in the *Wenatchee World* for July 18, 1918:

FORMULATE BRAND NEW IDEA FOR IRRIGATION GRANT, ADAMS, FRANKLIN COUNTIES, COVERING MILLION ACRES OR MORE

Last and Newest and Most Ambitious Idea Contemplates Turning of Columbia River Back Into Its Old Bed in Grand Coulee, the Development of a Power Plant Equal to Niagara and the Construction of the Greatest Irrigation Project in the World—First Conceived By William Clapp of Ephrata, Wash.

Rufus Woods became a vigorous and effective crusader for the high dam.

Also in 1918, another ambitious plan for irrigating the Columbia Basin came to public notice through E. F. Blaine, chairman of the State Public Service Commission. A resident of the Yakima Valley, Blaine was thoroughly familiar with irrigation practices. He proposed that the water of Pend Oreille Lake, in Idaho, some 131 miles from the land to be irrigated, and possibly of Flathead Lake, still farther distant, be brought by gravity across state lines to the arid basin. The major dam, Blaine thought, could be located in the Pend Oreille River at Albeni Falls, in Idaho, just above Newport, Washington. From that point the water would flow in a series of canals, natural waterways, siphons, viaducts, and lakes to a reservoir at Hillcrest, in the Ritzville area west of Spokane, from which it would be distributed.

With both of these daring proposals the dominant object was water for the basin. Even in 1918 the dreamers did not foresee a time when millions of kilowatts of electrical energy would be urgently needed in the western states for the prosecution of a greater war than the one that ended in that year.

Before either of the two methods for bringing water to the parched basin could make headway, it was necessary to win many converts in high places to the basic idea that the basin land should be irrigated. Both plans had enthusiastic backers. To the extent that either group advanced the idea that irrigating the basin was wise, to that extent each contributed to the final result. Opposition was inevitable. More farm produce was opposed by farm groups, public power by private power interests. Only in aggressive community cooperation was there hope that either the gravity or pumping plan would be fully carried out in the lifetime of anyone then living.

The Yakima Valley dreamer, Blaine, lost no time in enlisting the active interest of the Spokane Chamber of Commerce. A chamber committee, later known as the Columbia Basin Committee, was named. Its chairman was N. W. Durham, chief editorial writer and former managing editor of *The Spokesman-Review*. Blaine also won the support of Washington's governor, Ernest Lister. Seeing in the



proposal a state development project of great value, the governor sent State Hydraulic Engineer Marvin Chase and State Geologist Henry Landis to study the basin terrain. He sent Blaine to the national capital to interview Franklin K. Lane, Secretary of the Interior, and present reasons why the Bureau of Reclamation should make a further study of the project.

While in Spokane in November, 1918, Governor Lister spoke strongly in favor of the basin project. He foresaw electric power and light for the area. Backed by Spokane men, the governor gave the project another boost in Olympia. In February, 1919, the Washington State House of Representatives created a Columbia Basin Commission and appropriated \$100,000 to be used in making essential surveys. Governor Lister died before he could sign this bill, but his successor, Louis F. Hart, did so and appointed a commission. Following comprehensive studies, the commission reported: "Every consideration indicates the superiority of the Pend Oreille gravity supply over the Columbia river pumping supply." This report coincided with one from the Bureau of Reclamation in 1919, which gave the dam "thumbs down" as too complex and too expensive.

Following the election of Warren G. Harding as President, W. H. Cowles sent N. W. Durham to Marion to join Senator Poindexter in urging appointment of a Westerner, Governor James Dixon, of Montana, as Secretary of the Interior. Instead, Harding appointed Albert B. Fall, senator from New Mexico, described by historian Allan Nevins as "a man totally unfit by character and antecedents for the place." Spokane boosters for the basin had to settle for their city's Frank M. Goodwin as Assistant Secretary of the Interior, who worked for the project. James Dixon became First Assistant Secretary of the Interior under President Hoover, from 1929 to 1933.

In 1921 Willis T. Batcheller, Seattle engineer, brought in a report favorable to the dam on the Columbia. He held that there was enough natural flow of the Columbia River to provide all the water needed. He proposed any one of three dams, from 200 to 285 feet high.

A Spokane army officer, Colonel W. R. Abercrombie, mentioned

to Major General Leonard Wood that conflicting reports and controversies were jeopardizing the whole irrigation project. Wood suggested that an engineer of international reputation be retained to go over the project, check the reports and studies, and bring in a recommendation of his own to allay existing conflicts. When relayed to the men who were pushing for the development of the basin, the idea won approval. Major General George W. Goethals, builder of the Panama Canal, was engaged to make the survey. The state's Columbia Basin Commission paid \$15,000 of his \$25,000 fee. The balance was met by Spokane businessmen, who had already proved their enthusiasm for the project by forming a flying squadron to take the gospel of basin development to the residents of the Northwest. W. H. Cowles was a member of this group.

Goethals studied reports and maps, covered the basin by automobile and on foot. He drove to the proposed damsite at the head of Grand Coulee, down the winding hill road to the Seaton Ferry, and crossed on the ferry. The dignified, white-haired general was acclaimed in the small towns of the project as the miracle man who would banish drought.

Goethals had been instructed to investigate both of the plans that had been proposed to irrigate the basin. In his report, submitted March 30, 1922, he approved the gravity method. He deemed it simpler and cheaper than pumping. Also, it involved no treaty obligations with Canada.

This report brought home the need of an active organization to publicize the project. Spokane men proposed a "Columbia Basin Irrigation League." A call was issued for a meeting at Pasco on April 21, 1922. A total of 539 delegates came from Washington, Idaho, and Oregon.

A resolution was adopted which included the statement:

We unqualifiedly urge the speediest possible development of the Columbia Basin project, as approved by the report of the eminent engineer and builder of the Panama canal, Major General George W. Goethals, to the state department of conservation and development. We recognize in this great national undertaking a development that will turn the tide of immigration, capital and initiative to the Pacific Northwest.

By July, 1922, the league had collected \$72,180 for its war chest, of which Spokane business and professional men contributed \$53,596.

A nation-wide publicity campaign was launched. This included photographs, news stories, magazine articles, lantern slides, highway signs, motion pictures, and a nation-wide letter-writing campaign. Many national figures were taken over the basin lands. Among them were President Harding, Secretary of Commerce Herbert Hoover, Secretary of the Interior Hubert Work, and Nicholas Longworth, Speaker of the House of Representatives. Work called it "a natural asset of national appeal" while Herbert Hoover declared: "The Columbia basin should be embraced in any national program of major water improvements. It should be undertaken at the earliest possible date."

In 1927 representatives of the league waited on President Calvin Coolidge at his summer White House in the Black Hills of South Dakota and won his support for the project.

The league used some of its funds to take to Washington the wives of settlers on the project. These western farm women described their hapless situation without water and told how much irrigation would mean for them and their families. Their testimony made a deep impression on the lawmakers.

Twice the league was host to members of congressional committees on irrigation and reclamation. These were elaborate junkets which took a heavy toll from the league's treasury. Checks were written for special trains, auto caravans, luncheons and banquets. Lawmakers were given the opportunity to walk on the parched soil, smell the sagebrush, see the scuttling jackrabbits, and talk with the courageous settlers. The full Committee on Irrigation and Reclamation from the House of Representatives came to eastern Washington and, during a visit lasting several days, viewed the basin lands and studied the project's general background in a swing around the circle from Pend Oreille Lake, Idaho, to Wenatchee, Washington. The expensive tour was paid for by the league.

Co-operating closely in the various campaigns were the two senators from Washington, Wesley L. Jones, Republican, from the west

side of the Cascade Mountains, and Clarence C. Dill, Democrat, from the east side, and formerly a *Spokesman-Review* reporter and editorial writer. Together they made a hard-working team for the development of the basin. Before moving to Seattle in 1917, Jones, for twenty-eight years, had resided in Yakima (then North Yakima), located in the heart of a great irrigated valley (in 1940 Yakima County had 289,585 acres under the ditch) and with soil and climate almost identical with those in the Columbia Basin. Known as "Yakima" Jones, the senior senator from Washington was thoroughly familiar with farmland irrigation and all its problems. The state's junior senator was also well informed on the subject. In 1926 they worked to get a \$600,000 appropriation for the Columbia Basin and Grand Coulee studies but failed to win the support of Congress. Senator Jones was on the Commerce and Appropriations committees, however, and seniority rights gave him wide influence. A keen parliamentarian, he adroitly inserted his pet \$600,000 item in a Rivers and Harbors bill without mentioning Columbia Basin or the Grand Coulee.

The strategy worked. The measure was passed and the Columbia River studies were authorized. Major John S. Butler and the Army Engineers got the job of surveying the Columbia Basin and received an appropriation of \$400,000 to cover expenses. The remaining \$200,000 was later spent for related studies.

Major Butler and his crew started on their king-size undertaking in 1928. A report on their findings could not be expected for some time but, nevertheless, the booster campaign for the basin's development went ahead full speed. Joining in the effort was an organization called the Columbia River Development League, which put the accent on the proposed dam and pumps.

Great picnics were held on the basin lands, attended by thousands of people from near-by towns and by the farmers in the area who were trying to make a living there without irrigation. In midsummer, 1930, with the temperature at 110°, ten thousand people greeted Dr. Elwood Mead, Commissioner of Reclamation, and H. F. Walter, Chief Engineer of the Bureau of Reclamation. They, and members of their party, were served watermelon, fried chicken, and

other basin products at the Gallagher irrigated tract near Stratford, an oasis in the desert, made possible by a private pumping plant. The spread graphically demonstrated what basin lands could be like with water.

Elsewhere in the basin, Major Butler and his Army Engineers were hard at work. They spent three years in the field, completing their survey July 1, 1931, at a cost of \$316,441. Major Butler told the House Committee on Irrigation and Reclamation:

The gravity plan is not economically feasible because of excessive costs. . . . The pumping plan of placing water on the project is altogether feasible, both from an economic and an engineering viewpoint. . . . The Columbia river is the nation's greatest waterway in power development possibilities. . . . The run-off at the proposed damsite is 146,000,000 acre-feet, ten times the run-off of the Colorado river at Boulder dam. . . . Total land to be irrigated is 1,200,000 acres as against 1,883,000 under the gravity plan.

The Army Engineers' voluminous report removed any lingering doubts as to the feasibility of the great development and their report was the blueprint from which the dam was to be built. But while the stage seemed set for the construction of a dam at Grand Coulee, the magnitude of the project appeared to be an insuperable obstacle. In December, 1930, Washington's senators, Jones and Dill, urged President Hoover to authorize core drilling of the damsite and other preliminary work. Hoover declared that this was equivalent to starting the dam and that the work could not be done without congressional action. He told the senators that twenty-five or thirty years might be required to secure it. He refused to approve core drilling.

Through the columns of *The Spokesman-Review* and personally, W. H. Cowles was also endeavoring to get action on the Columbia Basin Project. In the spring of 1932, while in New York attending the annual newspaper conventions, he sent the following telegram to President Hoover:

PRESIDENT HOOVER  
THE WHITE HOUSE  
WASHINGTON, D.C.

I had hoped to call on you to urge again the need of a showing of progress in Congress for the Columbia Basin Project, but I have been called

West. We need help for Senator Jones' campaign. I feel that everything should be done to help put this bill through the Senate so long as it does not jeopardize your position. In my judgment the public attitude toward you is improving rapidly as your purposes are better understood.

W. H. COWLES

W. H. Cowles enjoyed cordial personal relations with Herbert Hoover. While Secretary of Commerce the latter had written the Spokane publisher: "I trust you will not dare come to Washington without giving me opportunity to introduce you to more mysteries in the Department of Commerce."

After his return to Spokane the publisher received a reply from the President. It read:

THE WHITE HOUSE  
WASHINGTON

MR. W. H. COWLES  
THE SPOKESMAN-REVIEW  
SPOKANE, WASH.  
MY DEAR MR. COWLES:

I have your telegram of May 1st. As you know I have given approval to the Columbia Dam project in the long view, but under conditions which meet the present crisis in the country and such a set up as would make the project sound as a national undertaking. I had not thought there was the remotest hope of its passage at this session because of the fact that Congress is so engaged with emergency problems.

Yours Faithfully,  
HERBERT HOOVER

Failure to get action from Congress in 1932 was just one of a long series of setbacks for the Grand Coulee Project, and his telegram to the President was just one of many steps W. H. Cowles took, personally, and through *The Spokesman-Review*, to help put the project across.

The job was ready to go on short notice. It needed only the green light. Nonetheless, things were virtually at a standstill. What force or forces would break the impasse?

The year 1933 changed the national picture abruptly. Franklin Delano Roosevelt had been elected by a landslide in November, 1932, and had assumed office on March 4, 1933. The New Deal was born. Part of the Roosevelt program was a series of national super-power projects, into which Grand Coulee fitted as a logical part.

President Roosevelt was no stranger to the Grand Coulee Dam and Columbia Basin projects. These closely allied projects had been called to his attention when he ran for vice-president with James Cox in 1920 and toured the West during the campaign.

On January 3, 1931, Senator Dill was in Schenectady, New York, by invitation to inspect a demonstration of a television apparatus of the General Electric Company.

Calling Governor Roosevelt on the telephone, he was invited to come to Albany. There he had dinner in the governor's mansion and broached the subject of Grand Coulee Dam. Roosevelt remembered it and talked enthusiastically. Roosevelt told Dill, "If ever I become President, I'll build the dam."

In the early days of the presidential campaign, Roosevelt insisted on coming West, against Dill's advice. On his tour he promised that Grand Coulee Dam would be built. In 1933, after his election but before his inauguration, Roosevelt again named Grand Coulee as one of the four great projects he had in mind—with Passamaquoddy, Muscle Shoals, and the enlargement and completion of Boulder Dam.

In May, 1933, in company with A. S. Goss, Master of the Washington State Grange, Senator Dill, who had become Washington's senior senator through the death of Senator Jones shortly after the 1932 election, placed maps and records of the Grand Coulee project on President Roosevelt's desk. When the President saw the total estimated cost of nearly \$400,000,000, he declared it was out of the question to spend that much money in Washington. Abruptly, he sprang his idea of a "low dam." What sort of dam could he build for \$40,000,000 or \$50,000,000? Dill held out for at least \$100,000,000, saying that no dam of real value at Grand Coulee could be built for less. Roosevelt raised his ante to \$60,000,000—later upped to \$63,000,000—and stuck there.

Roosevelt's proposal was bitterly disappointing to the Columbia Basin boosters, for not a pint of water could be pumped from the low dam to the basin land. The lift of nearly six hundred feet into a balancing reservoir was physically impossible. The low dam was a

power dam only. But it was the best that could be had and it was now a case of getting the alphabet millions to carry on the work.

After the Reconstruction Finance Corporation was considered and abandoned, Roosevelt suggested the possibility of a PWA (Public Works Administration) grant.

Dill knew that there was authority to use PWA funds for building Grand Coulee Dam, for he himself had succeeded in getting the four crucial words, *development of water power*, included in the National Recovery Act (NRA), which had been passed by Congress and signed by the President on June 13, 1933. "The Administrator, under direction of the President shall prepare a comprehensive program of public works," the law read, "which shall include among other things . . . conservation and development of natural resources, including control, utilization and purification of waters, prevention of soil or coastal erosion, development of water power, transmission of electrical energy. . . ."

The President insisted the state of Washington raise \$370,000 to pay for the preliminary work. Returning to his home state, Senator Dill contacted Governor Clarence Martin. Authority was secured from the proper agencies to allot the money needed from a state emergency relief fund.

Back in Washington, Dill contacted Harold L. Ickes, Secretary of the Interior and Public Works Administrator, and told him what he had accomplished. Ickes replied, Dill says, that he could not go ahead "just now."

Hot under the collar, Senator Dill went to the White House. The President greeted him cordially, held out both hands to him, turned on the charm. Sensing his caller's mission, Roosevelt remarked that Senator Charles L. McNary of Oregon was on his way to see him (the President) about Bonneville Dam, that Portland interests had stirred up such a fuss over building Grand Coulee Dam in the state of Washington that he felt he had to give them a dam, too. Dill was well aware that the folks back in his home state were fearful that the building of Bonneville would prevent the erection of one higher up the Columbia.

"You're for Bonneville, aren't you?" the President asked. Dill as-



sured him that he was, but insisted that Grand Coulee be first on the program. He reminded the President of the statement he had made that January day in Albany and of his promise during the presidential campaign to build Grand Coulee. Roosevelt promised to talk things over with Harold Ickes and arranged an appointment with Ickes for the following day. Next day Dill was at the White House when the PWA chief arrived, saw him go into the President's office. After the President and Ickes were closeted for a time, the Senator was called in. Dill quotes Roosevelt as asking his Secretary of the Interior: "How about Clarence's project out in the State of Washington, Harold?" Being told that the matter was being given further consideration, Roosevelt said: "I don't know why it is but whenever I want to go ahead with a power project some engineer in the Department of the Interior wants to give it 'further study.'" The President laid down the law to Ickes, according to Dill, and Ickes told the President, "It will be done if that is what you want." It was done at the next meeting of the PWA board and the wheels started turning.

Asked to give his version of these events, Harold Ickes stated (in a letter dated July 30, 1948): "I do not know anything about the visit of Senator Clarence Dill to President Roosevelt in July, 1933. Neither do I know anything about the alleged dialogue between the President and Dill. I do know that Senator Dill was very much interested in Grand Coulee, and I give him a good deal of credit for his support."

In the same letter the former Secretary of the Interior casts interesting and important side lights on his part in the Grand Coulee development. He stated:

When I became Secretary of the Interior, and subsequently Public Works Administrator, Grand Coulee was hardly a name to me. I had never been in that part of Washington. I soon became aware that, in his campaign trip into the Northwest, Roosevelt had committed himself to a dam at Bonneville as well as at Grand Coulee. The project embracing the Bonneville Dam was approved early in the administration of PWA. After repercussions had begun to be felt with respect to Grand Coulee, I discussed it one day with the President. He admitted that he had made a commitment, and then it was, for the first time, that I heard of the "high dam" versus the

"low dam." When I asked the President to unravel the mystery to me, he explained that we could do one of two things at Grand Coulee: Build a low dam, which would be a technical compliance with his campaign promises, or a high dam, which was what the people out there wanted. As between the two proposals, I did not venture to express an opinion. I just did not know anything about it.

The job of building Grand Coulee Dam was given to the Bureau of Reclamation of the Department of the Interior, headed by Harold Ickes. Frank A. Banks, veteran dam builder of the bureau, was named engineer in charge of the project. With a skeleton crew of engineers Banks set up temporary headquarters at Almira, about twenty-five miles from the damsite, until permanent quarters could be established closer to the job. On September 9, 1933, a half dozen of the bureau's engineers stood in the sagebrush on the west bank of the Columbia River and drove the first stakes that marked the axis of the dam. The only structures at the site were the Seaton Ferry and a farmhouse.

Temporary shacks, kitchens, and messrooms for the workmen were hastily thrown together. It was the tar-paper era, full of careening trucks and snorting power shovels, rip-roaring bulldozers, and other huge equipment. Job seekers started to pour into the region.

Granite bedrock was explored by Lynch Brothers, a contracting firm, by drilling 22,747 feet of holes, some 800 feet deep. Cracks were sealed by grout, under pressure, from 30 to 200 feet deep, giving a solid monolith on which the dam was to rest.

Then followed the period of major excavation, with fleets of giant trucks, bulldozers, power shovels, Le Tourneau graders, and other massive machinery.

In March, 1934, when excavation work was just nicely under way, the first series of west-side slides dislodged two million yards of earth and rock, buried some heavy machinery, shifted the highway and menaced the lives of workmen. Banks and his engineers stopped the slides by sinking shafts and tunnels to correct drainage faults that were causing the trouble. All told, some 24,104,000 yards of rock were removed.

Electric shovels loaded more than thirteen million yards on trucks

and trailer wagons of from eight to twenty yards capacity. These dumped their contents into "grizzlies" which eliminated large boulders. The rest fell on a sixty-inch belt conveyor—the world's largest—which carried it to spoil banks upstream.

On July 13, 1934, the low dam contract was awarded to the MWAK Company on its bid of \$29,339,301. The successful bidder represented a merger of large contracting firms as the job was too big for a single company. The letters represented the initials of the main companies—the Silas Mason Construction Company, the Walsh Construction Company, and the Atkinson-Kier Company.

President Roosevelt, Mrs. Roosevelt, their sons and daughter, and members of the cabinet visited the damsite on August 4, 1934. The occasion attracted a crowd of twenty thousand people, many of them driving from distant points.

In his letter of July 30, 1948, Harold Ickes mentioned this visit and revealed additional facts as to what was happening behind the scenes fourteen years before. He wrote:

President Roosevelt took a trip to Hawaii in the summer of 1934. He asked me to meet him at Portland, Oregon. That was the beginning of a trip to inspect the Bonneville site, from which we went by train to Ephrata, and thence by automobile to the Grand Coulee Dam. It was on this trip that I began to understand the importance and size of this project. All of the route from Ephrata to Grand Coulee was placarded with "We want the high dam." Still I had no conviction. But when the President and I, from a car well up the side of Coulee, followed Frank Banks' eloquent forefinger and were able to have some appreciation of the vision that he was pointing out, I began to see with the eye of understanding. When I got back to Ephrata, I was committed in my own mind to the high dam, although I did not say so then, even to the President.

The MWAK Company had contracted to build adequate quarters for its workers. By November, 1934, it completed 254 of the specified buildings in Mason City. These included a hospital that served the entire area, a hotel, general store, mess hall, theatre, recreation hall, garage, dormitories, single houses, and an administration building. Later a school, a gymnasium, and two churches were added.

At Coulee Dam, in an abandoned peach orchard, the bureau

built another model town, complete from fire station to school and from water system to recreation park.

Nongovernment towns near the construction area grew apace. Some were occupied by workers on the job, others by people catering to the workers, and still others by colorful camp followers. At one time fifteen thousand persons were receiving mail in the area. *The Spokesman-Review* gave pre-breakfast delivery to the homes in the new towns that clustered around the dam. Its circulation in the area zoomed with the influx of workers.

Recreational facilities of a crude, frontier nature sprang up and thrived. Night life was primitive but gay and unbridled for many months. Night spots and dance halls with jazz bands opened. There were shootings, knife affrays, and plain and fancy brawls at all hours of the night.

How to get supplies to the damsite was one of the first problems tackled. On July 17, 1934, David K. Ryan was awarded a contract to build a spur railway line from Odair, on the Northern Pacific, to the dam, a distance of thirty-two miles. It was completed within a year. By January, 1935, the State Highway Department had expended \$607,613 on new highways and bridges, mainly near the construction area, and had developed a landing field at Mason City. Bus lines gave service to the heart of the construction area. River navigation developed above the dam.

During the first year and a half MWAK went steadily ahead with the construction of the base for a low dam. Meanwhile the question of a high dam *vs.* a low dam was being considered at the national capital. In his letter already referred to, Harold Ickes had this to say about these discussions:

It was probably the first time that the President and I were considering PWA projects after our return from this trip that I raised with him the question of the high dam versus the low dam. A decision had to be made because upon that decision would depend what kind of foundations should be put in. It was not an easy decision to make. Many applications for PWA projects were pouring in from all parts of the country. Roughly, we felt that it would be equitable to apportion our money, as between the states, on the basis of population, although, of course, that never was a hard and fast rule. However, with a heavy proportion of the money coming from the

East, we had to avoid a charge of unjust discrimination in favor of the West. There were powerful influences at work against this dam. I doubt whether President Roosevelt at that time could have justified such a tremendous investment on the basis of a market for power that the dam would be capable of producing. I know that for a long time after that we worried about this, and this worry Senator McNary, of Oregon, shared. He warned us that we might find ourselves trying to justify a very large expenditure of public funds from which scant revenue was coming in.

Naturally President Roosevelt wondered whether it would not be more prudent to proceed with the low dam, the building of which no one could deny was a fulfillment of his campaign promise of a dam at that site. My mind has never worked that way. If an investment is justified, I do not believe in making one half of it. That is not economical in the long run. So I added my pressure to that of others to which the President was being subjected in favor of the high dam. And he came through with his customary gallantry. He authorized the high dam, and with the first pouring of concrete for the foundations, we began to build the high dam.

On June 7, 1935, the change order went through by which the contractors were authorized to build the base for a high dam instead of for a low one. Basin boosters were jubilant, for a high dam meant water someday for more than a million arid acres.

During the early years the major work was the diversion of the Columbia River to permit excavation operations and the placing of concrete. Cutting cloth to make a suit to fit an unseen man of unknown figure—but different from any known figure—would stump any tailor. But Grand Coulee Dam engineers had a bigger job in fitting the cofferdam units to the bed of the nation's second largest river far under water. By soundings they prepared blueprints showing every hump and hollow in the river bed. Carpenters built timber cribs on dry land to fit these contours. The tailor-made cribs were floated out to their location and were filled with gravel until they sank to the bottom. The suit fitted! The mighty Columbia was shut out by this made-to-measure structure, that stretched in two arms across its main bed to be joined with block 40 and the west-side cofferdam. The latter, the world's largest cofferdam, was 3,000 feet long, with twin walls of steel piling filled with gravel. In addition, 2,000,000 board feet of heavy timber, 120,000 lineal feet of wood piling, and 1,960 tons of tie rods and other steel went into this cofferdam.

Preparations had been going ahead for the pouring of cement as soon as the site of the dam, in the bed of the river, was dry. A gravel pit, a west-side mix plant, and a suspension bridge went into service. A cross-river conveyor was ready. High and low construction trestles were started. These were great steel bridges across the Columbia, large enough to carry standard railroad cars as well as work trains. Eight cement silos were ready for use in October, 1935.

On December 5, 1935, Washington's Governor Martin tripped the first bucket of concrete to go on the dam bedrock. Martin was the twelfth man to hold office as governor of Washington since a plan for a high dam on the Columbia River at Grand Coulee had first been publicized. The changing names of Washington governors indicate the long span of time encompassed in the dam project: it was measured by administrations!

By August, 1936, MWAK had placed its first million yards of concrete. The engineers now faced a new problem. Wet clay in the east excavation area behind the cofferdam slipped faster than it could be removed. Frank Banks and his associates built a refrigeration plant—ammonia pipes and all—froze the muck and stopped the sliding. This so-called "ice dam," unique in construction circles, fascinated tourists who flocked to the construction area.

By October, 1936, 5,300 men were on the job and the following year the number was 7,798, an all-time high. The ends of the high trestle were joined in July, 1937, and by October the final bedrock had been cleared.

On October 2, 1937, President Franklin Roosevelt paid his second visit to Grand Coulee Dam, leaving his train at Ephrata and heading a motor caravan through the lower and upper coulees to the site. He inspected the various phases of the project, ate lunch at the side of the road, and spoke from his car to a crowd of ten thousand in the square in Mason City.

In January, 1938, MWAK placed the last yard of concrete under its contract. Within a month Consolidated Builders, Incorporated (CBI), had received the contract to finish the dam on a bid of \$34,442,240.

A dominant figure in the new firm was Henry J. Kaiser, who had

started in the construction business while a resident of Spokane. His son, Edgar F. Kaiser, became active superintendent for CBI.

CBI's main job, placing mass concrete, got under way within two weeks of the day the contract was awarded. With two giant mixing plants running at full capacity, concrete was placed at the rate of one cubic yard for every 5½ seconds. In the record day twenty-nine tons were placed every minute of the day.

In 1940 the last of 1,677 miles of cooling pipes were installed and for eleven days in June Grand Coulee Dam gave a preview of its future greatness, with a cataract 850 feet wide and higher than Niagara Falls.

The Columbia River, rising and widening behind Grand Coulee Dam, formed an artificial lake extending 151 miles to the Canadian boundary. Tributary rivers rose. The dam backed the water up the Spokane River for thirty-five miles, up the San Poil and Kettle for a distance of eight miles. Work of clearing the lake bed was a three-year job, performed while the dam was being built. It involved the razing or removal of twelve established towns. Many miles of pavement were built above the high-water mark, railroads were relocated, and the river spanned with new bridges over the Columbia River at Kettle Falls and over the Spokane River at Lincoln.

In the spring of 1941 the Bonneville Power Administration was so hard pressed for power for defense plants in the Portland area that the two small station service generators, not yet able to develop their full capacity for want of a normal head, were needed to supplement the output of the plant at Bonneville Dam. On March 22, a shining silver knob on a control panel was turned and electric power from Grand Coulee Dam flowed through the high lines built by the government to those plants. The output then was a trickle of 14,000 horsepower. At that time English cities were being blasted by mass flights of Nazi bombers.

October 4, 1941, brought the first power delivery from one of the large generating units, 30 per cent greater in capacity than its largest predecessor. On December 7, 1941, Japan struck at Pearl Harbor. The nation was at war. Grand Coulee Dam, completed two years ahead of schedule, was ready to help fight that war. Rising 550 feet

above bedrock, it formed a barrier 4,300 feet long between the high, rugged walls of the Columbia River Gorge. Five hundred feet thick at its base and tapering to 30 feet at the crest, it depended on its enormous weight of 25,000,000 tons to withstand the terrific pressure of the second largest river in America. Into the dam workmen placed 77,000,000 pounds of construction steel, embedded in 10,495,000 cubic yards of cement.

So rapid were developments under the spur of the war emergency that, in 1942, with three huge generators installed, the tons of revolving steel in the great dam generated 1,859,695,000 kilowatt hours of electrical energy. By February 12, 1944 six of the eighteen record-size generators had been installed.

One of the most urgent war needs was vastly increased output of aluminum and magnesium for America's fast-growing fleet of fighters and bombers. These metals cannot be made without electricity.

Spokane County, early in 1942, was chosen as the site of three great light metals plants. The Aluminum Company of America (Alcoa) built and, during the war, operated a huge aluminum reduction plant at Mead; at Trentwood it had one of the largest works in the United States devoted to rolling aluminum sheet. A world record for hot rolling of aircraft sheet aluminum was announced April 7, 1944, by Alcoa's Trentwood Rolling Mill, when a crew of fifty turned out the skin for 101 Flying Fortresses in eight hours. One of the three plants built to produce the atomic bomb was located at Hanford in the Inland Empire in order to take advantage of the immense volume of electric power generated at Grand Coulee Dam (Chapter XXI).

As reported in *The Spokesman-Review* for May 21, 1944, the Department of the Interior called the Grand Coulee power plant "The mightiest war weapon of the nation." Harold Ickes amplified this statement in his letter, already quoted in part, as follows:

The Lord must have been with the United States on this day of our great decision [to build the dam]. Although we continued to be criticized and even ridiculed for building in that great desert area, the greatest structure so far erected by the hand of man, in order to generate great quantities of



power, we of course kept steadily ahead and even pushed the work to the best of our ability. We were critically assured that there would not be a market. But today, throughout the country, there is a scarcity of power. And if it had not been for Grand Coulee during the war, to say nothing of our other great hydro-electric enterprises, we might still be fighting that war. The whole thing has been nothing less than providential, and if we were wise as a Nation, we would continue to drive ahead with more hydro-electric power projects, creating more energy, especially in the West, to build up that great area.

In another letter, dated August 11, 1948, Mr. Ickes wrote:

If I were put to it to say what public works project that was built under my administration gave me the greatest satisfaction, and pride, I would probably say without further thought, "Grand Coulee." I visited the site just after the steam shovels were put to work. I saw it during its building on two or three occasions, and I have had the thrill that comes from seeing it at work. I had the satisfaction during the war, when realizing what a god-send the dam was to our allies and ourselves, that I personally had made one decision in which I still take pride, against great pressure from inside the administration. I decided that the Reynolds Metals Company should have enough Grand Coulee power to get into the manufacture of aluminum. [The Reynolds plant was built and operated at Longview, Washington.]

After the war the Permanente Metals Corporation, controlled by Henry J. Kaiser and associates, took over the management and operation of the Spokane County aluminum reduction plant and rolling mill and soon had them running at close to wartime capacity. They bought the plants from the government in July, 1949, and shortly afterward announced that a million dollars would be spent for the installation of new machinery in the rolling mill. Expansion of the atomic fission plant at Hanford is told in Chapter XXI.

Attention again has been focused on the original purpose for which Grand Coulee Dam was conceived—bringing water to the arid but fertile lands of the Columbia Basin. In March, 1946, the Bureau of Reclamation called for bids for the driving of a tunnel twenty-three feet in diameter and nearly two miles in length through solid rock in the vicinity of Coulee City and for the building of about four miles of main canal and approximately one thousand feet of concrete siphon in that area. The structures were so large that a railroad locomotive could be operated in them with room to

spare. Other big contracts followed—for storage dams, a canal system, six 65,000 horsepower electric motors, 94,000,000 pounds of Portland cement, and other materials and installations.

Test farms were established to serve as models for settlers on the basin lands. Farmers were encouraged to grow crops of which there was no national surplus—crops which could be sent to distant markets because of modern processing methods. Up to June, 1949, the Federal government had spent \$62,678,000 on the Columbia Basin Project, this in addition to the cost of Grand Coulee Dam and the power installations.

Here, with impressive ceremonies on June 14, 1951, record-sized motors and pumps started Columbia River water flowing uphill to the Grand Coulee, the river's ancient bed. From this twenty-seven-mile-long natural reservoir, the water will run by gravity downhill to a network of concrete canals and onto the agricultural lands of the basin.

The land will be brought under water gradually. Engineer Frank Banks, who supervised construction of Grand Coulee during the eight years it was being built, was given the job of surveying and classifying the basin lands to be reached by irrigation canals. Banks retired as manager of the Columbia Basin Project on September 29, 1950, but on the following day he became consulting engineer for the United States Bureau of Reclamation. Water will be delivered to more than 80,000 acres of basin land in 1952 and each year an additional acreage will be served until all the available land is irrigated. It is estimated that the Columbia Basin eventually will create 30,000 new farm homesites and will bring about 300,000 new residents to the Inland Empire.

The success of Grand Coulee and a dozen other power dams in this district, coupled with the needs of industry and the demands of the national defense program, has encouraged the building of other power dams along the Columbia and its tributaries in the Inland Empire. Such structures, with the names of the rivers they are to harness, are: (now being built) on the Columbia, McNary and Chief Joseph; on the South Fork of the Flathead, Hungry Horse; on the Pend Oreille, Albeni Falls. The following dams have been au-

thorized: on the Columbia, The Dalles and John Day; on the Clark Fork, Cabinet Gorge; on the Kootenai, Libby; on the Snake, Ice Harbor, Little Goose, and Lower Monumental. The following dams are projected: on the Columbia, Ringgold, Priest Rapids, Rocky Reach, and Wells; on the Clearwater, Kooskia; on the North Fork of the Clearwater, Bruce's Eddy and Elkberry; on the Clark Fork, Noxon Rapids, Trout Creek, and Paradise; on the Flathead, Glacier View; on the Missoula, Quartz Creek; on the Pend Oreille, Z Creek and Box Canyon; on the Salmon, Freedom and Crevice; on the Snake, Asotin, Hell's Canyon, and Nez Percé.

## CHAPTER XXI

# The Hanford Story

*Huge Plant to Manufacture Plutonium for Atomic Bombs Built by Du Ponts in Southeastern Washington as Part of Two-Billion-Dollar Gamble—Terrific New Weapon Shortens War with Japan—Following the War, Hanford Plant Is Continued on Even Vaster Scale.*

TO THE PEOPLE of Spokane and the Inland Empire the war story of incomparably the greatest interest was the building of a mysterious war plant at Hanford, in southeastern Washington, and the use against Japan of atomic bombs, for which the Hanford plant produced one of the essential ingredients, plutonium.

Since 1943 it had been common knowledge in and around Spokane that a major development was taking place in the vicinity of Hanford, about one hundred air miles from Spokane, on the west side of the Columbia River. It became generally known, also, that the Du Ponts had built and were operating a great manufacturing plant at Hanford. That spelled munitions of some sort, perhaps explosives. Richland, downstream from Hanford, at the confluence of the Yakima and Columbia rivers, had spread out until it could be seen for miles along the main road between Pasco and Yakima. That meant a tremendous number of workers. But what these workers might be producing at the Hanford plant was the subject of many conjectures. Not more than two or three men at the plant itself knew the nature and purpose of what was being made there—and they weren't telling.\*

\*Major sources of material in this chapter have been news and feature articles in *The Spokesman-Review*, including Associated Press dispatches, letters from and interviews with leaders in the atomic program, information from the Public Relations departments of the General Electric Company and the United States Atomic Energy Commission at Richland, Washington, and of E. I. du Pont de Nemours & Company, Wilmington, Delaware. Also, use has been made of the following: a reprint of an article from the *St. Louis Post-Dispatch* of October 7, 1945, "I Saw the Birth of Atomic Power," by Dr. Arthur H. Compton; a copy of a letter dated November 4, 1949, from Arthur H. Compton to Chancellor Robert Hutchins of the University of Chicago, a series of six articles on Hanford by Earl N. Pomeroy, staff writer, in the *Portland Oregonian*, and *Three Thousand Years of Espionage: An Anthology of the World's Greatest Spy Stories* (New York, 1948), edited by Kurt D. Singer.

Many details of the Hanford development—newsy facts which revealed nothing of the project's purpose, were reported in *The Spokesman-Review* as a part of its regular news service. Then, with the dropping of the first atomic bomb on Japan, official secrecy was lifted. Associated Press dispatches told how the atomic bomb had been developed and used. *The Spokesman-Review* supplemented the AP reports with pages of pictures taken at Hanford and Richland, interviews with key executives at the plant, articles based on firsthand observation. In its annual Progress Edition for January 27, 1946, *The Spokesman-Review* devoted one of the tabloid sections, entitled "War's Greatest Miracle," to the Hanford development.

Fragments of information fell into place like missing pieces of a gigantic jigsaw puzzle. With those pieces fitted into the vacant spots and with important postwar developments added, the story of Hanford is as follows:

#### WAR'S TOP SECRET THE ATOMIC BOMB

Ever since radioactivity was discovered in 1896, the world's best physicists had worked unceasingly to unravel the mysteries of atomic energy. Only a few of the heavier elements have the property of radioactivity. Most elements are stable. But whenever an atom of a radioactive element transmutes into another atom it gives out energy in various forms. A radioactive transmutation is an effect which occurs within the atom's nucleus (a tiny body at the center of the atom surrounded by electrons). Whenever anything happens in this nucleus a tremendous amount of energy is evolved; but how to harness that energy was a problem that baffled the best scientific brains up to 1939. Lord Rutherford, greatest experimental scientist in a century, who died in 1937, ridiculed the idea that it could be done.

Among those who were more optimistic about it was a former paper hanger, Adolf Hitler. In the seven years from 1933 through 1939, Hitler rose rapidly to power. Becoming chancellor of Germany, he ordered the blood purge, was named successor to Hinden-

burg, tore up the Treaty of Versailles, announced that Germany would rearm, and ordered German troops to march into the Rhineland. In 1937 Hitler negotiated a treaty with Japan; the year after he claimed Austria for the Reich. Another year and Czechoslovakia was conquered by the Nazis and Poland invaded.

Among those who fled Nazi-dominated Germany was the noted physicist, Albert Einstein, who sought refuge in the United States in 1933. He had won the Nobel Prize in physics at the age of forty-two, and was the discoverer and exponent of the theory of relativity. Other scientists who came from the totalitarian countries to the United States in the 1930s included, in 1937, Columbia University's Leo Szilard, a native of Budapest who had done outstanding work in nuclear physics at the University of Berlin and at Oxford University. Continuing his experiments with Dr. Walter Zinn, he made such headway that in March, 1939, he felt certain the world was "headed for sorrow." In January, 1939, came Enrico Fermi, a native of Rome, Italy, who had been professor of theoretical physics at the University of Rome for eight years. He became professor of physics at Columbia University. Fermi came so close to discovering the secret of nuclear fission in 1935 that he probably would have published his findings then if it had not been for a troublesome trace of platinum in his test tube which nullified the action he sought. If he had disclosed the nature of his experiments, with that head start, Hitler might well have beaten the United States to the punch in developing the atom bomb. Einstein was aware that Hitler had established the Kaiser Wilhelm Physical Institute in Berlin and given two hundred leading scientists the sole task of developing an atomic bomb and atomic fuel. This knowledge and other alarming developments lent urgency to a letter he wrote President Franklin Roosevelt, on August 2, 1939. It read:

"Some recent work by E. Fermi and L. Szilard leads me to expect that the element uranium may be turned into a new and important source of energy in the immediate future. . . . This new phenomenon would lead to the construction of . . . extremely powerful bombs. A single bomb of this type, carried by boat and exploded in port, might very well destroy the whole port together with some of the surrounding territory."

Previously, Enrico Fermi had made a like suggestion to the government. These recommendations strongly influenced the development, manufacture, and use in war of the most terrible destructive force known in world history—the atomic bomb—and had a decisive effect on events and developments in the Inland Empire.

Dr. Karl T. Compton, chairman of the corporation of the Massachusetts Institute of Technology, has contributed to this book the following account of this project's early development:

The atomic bomb project had already been brought to the attention of President Roosevelt and had received a small fund for exploratory investigation when the National Defense Research Committee was formed in June, 1940, under the chairmanship of Dr. Vannevar Bush. At that time the President asked Dr. Bush to take the oversight of the atomic bomb project along with the other research and development interests.

As first constituted under the chairmanship of Dr. Lyman Briggs of the Bureau of Standards, the initial atomic bomb committee had a higher level of secrecy than any other group which I have heard of. In fact we were told that the committee members abstained largely from discussing their interest in the problem with each other, but the project was coordinated by the relations of each to the committee chairman.

One of Dr. Bush's first actions was to initiate two independent studies of the problem by practical engineers, and the NDRC voted substantial support of the project only after an engineering report confirmed the opinion of the scientists that the project was well worth going ahead with.

Radar in the war became Dr. Karl Compton's specialty to such an extent that it ruled out participation in the extraordinarily secret atomic program; but development of the atomic bomb became the full-time job of Karl Compton's younger brother, Arthur H. Compton, co-winner of the Nobel physics prize in 1927 and now chancellor of Washington University, St. Louis. Arthur Compton became chairman of the National Academy of Science's committee on the use of atomic energy for war. From J. Ernest Lawrence, head of the University of California's radiation laboratory, located on a hill in Berkeley, he learned of epochal experiments being carried on there.

A radioactive element, later named plutonium, is the basis for the atomic bomb and atomic energy. The first isotope of plutonium, Pu<sup>238</sup>, was discovered in 1940 by Glenn T. Seaborg, E. M. McMillan, J. W. Kennedy, and A. C. Wahl in this radiation laboratory.

Isotope  $\text{Pu}^{239}$ , of decisive importance to the atomic project, was discovered in 1941 by J. W. Kennedy, Glenn T. Seaborg, E. Segrè, and A. C. Wahl.

While attending the University of Chicago's fiftieth anniversary celebration in September, 1941, J. Ernest Lawrence described the Berkeley atomic experiments to Dr. Arthur Compton and to Dr. James B. Conant, of Harvard, who was then chairman of the National Defense Research Committee. Impressed, Dr. Conant requested Lawrence to develop plans for separation of uranium isotopes. To Dr. Compton he said: "Up to the present we have just kept nuclear research alive to see what might develop. . . . We should now go ahead with an all-out effort. It's your job to get the National Academy of Science's committee to make a quick but thorough study of the possibilities and time and cost of an atomic program."

"I had my assignment," Dr. Compton wrote after the war. "Every moment lost would be paid for in American lives." From then until the first bomb fell on Hiroshima his only rest was what was needed to keep going.

On November 6, 1941, the committee he headed turned in a report that uranium was apt to be of decisive importance in the war.

One month later, on December 6, 1941, Dr. Conant called together a small group in Washington. He put it up to J. Ernest Lawrence and Harold Urey (Columbia University) to develop methods for separating  $\text{U}^{235}$ . Dr. Arthur Compton's special job was to find out how to make the stuff explode when they had it.

With the work thus divided, Dr. Compton made what might have been thought a wild proposal: that they also consider whether the recently discovered element, plutonium, might not be produced more readily than  $\text{U}^{235}$ . If it could be done, he urged, plutonium could be made in quantity, and its chemical separation might well be less difficult than the isotopic separation of  $\text{U}^{235}$ .

Over the luncheon table, the question came up again.

"Even if you should succeed with chain reaction, it will take five years to learn the chemistry of plutonium and how to separate it from uranium," Dr. Conant declared.



“Glenn Seaborg tells me he thinks the chemistry can be going within six months from the time the plutonium is produced in quantity,” Dr. Compton replied.

“He’s a good man,” said Dr. Conant, “but I doubt if he’s that good.”

At dawn the day after this conversation, December 7, 1941, Japanese bombers savagely attacked American warships, aircraft, and installations at Pearl Harbor, Hawaii, with heavy losses in American lives and property. Declaring war on the United States and Great Britain December 8, Japan unleashed a far-flung campaign of conquest in the Pacific. Germany, also, declared war on the United States. A tremendous additional incentive spurred the efforts of scientists in the United States, England, and Canada to achieve results in the atomic program. At the laboratories of these countries, two thousand scientists worked anonymously on the atomic bomb project.

As headquarters for his part in developing the new weapon, Dr. Compton chose the University of Chicago. Geographically Chicago was strategically located and the spirit of its university was well expressed in the words of its vice-president, E. T. Filbey: “The university will be of no value if the war is lost. We will turn our institution inside out if necessary to do our part toward victory.” Another important factor was the squash court under the west stands of the athletic field, a site suitable for setting up the initial atomic pile.

Top-flight physicists, including Martin D. Whitaker, of New York University, J. Robert Oppenheimer and Glenn Seaborg of the University of California, and Enrico Fermi of Columbia, came to Chicago to join in the enterprise. The specific task of building the chain-reacting pile and performing the experiments with it was under the direction of Dr. Fermi.

At first the Office of Scientific Research and Development supervised the over-all atomic program. But about May 15, 1942, Dr. Compton reported to Dr. Conant and Dr. Bush that experiments indicated that, with materials available, an atomic chain reaction could be produced that would make plutonium available in suffi-

cient quantity to use in an atomic bomb. On the basis of this report, Dr. Conant recommended to President Franklin Roosevelt that the government build a plant to produce plutonium. In June, 1942, the President ordered the United States Corps of Engineers to go ahead with the construction and operation of such a plant, promising adequate funds for the purpose. No longer was atomic power merely a pipe dream. It was hot! The Army saw in it a potential weapon.

The Manhattan District Corps of Engineers (United States Corps of Engineers, Department of the Army) was formed to supervise the whole vast atomic program, henceforth to be known as the Manhattan Project. In July, 1942, General Leslie R. Groves (in 1913 and 1914 a student at the University of Washington, Seattle) was put in charge of this project.

With a view to bringing a major industrial organization into the picture, on the recommendation of Dr. Compton, General Groves asked E. I. du Pont de Nemours & Company to undertake the manufacture of plutonium. The Du Ponts asked to be allowed, first, to investigate the whole proposition with the help of qualified engineers. After every phase of the atomic program had been exhaustively studied, Dr. Charles Stein, Du Pont vice-president and official spokesman for the company, told General Groves that while the Du Ponts would, if so requested, enter upon the task of trying to produce plutonium, in their judgment the chances were not more than one in a hundred that the efforts would lead to results of significance during the war. Dr. Compton challenged this statement. He and his associates estimated the chances of success, before the war's end, as ten to one! There the matter rested until December 2, 1942, a crucial day for the atomic program. High spots in the events of that day have been described by Dr. Compton. A condensation of his story follows:

The long hard effort to get together enough blocks of pure uranium and graphite was completed. According to theory, when the control rods were withdrawn from this carefully built pile of blocks, the chain reaction should begin.

That morning, the Du Pont committee of engineers and chemists had

come to Chicago on its final visit preparatory to making a report on the feasibility of the atomic project. Millions had been spent. If the work was to continue more than a billion would be needed, which would strain yet more heavily the country's war-loaded industries.

"Where's Fermi?" asked W. K. Lewis, their chairman.

"He is too busy to meet with your committee today, gentlemen," Dr. Compton answered. "Can I perhaps give you the information you want?"

The phone in the conference room rang.

"They tell me there is an interesting experiment ready to be tried over in the West stands," Dr. Compton explained to the committee. "If you care to send one of your members, he would be welcome. I'm afraid, though, that the secrecy rules won't let him tell what he sees."

The man at the head of the chain-reaction experiments had little doubt that the reviewing committee was prepared to make a negative report with regard to the military feasibility of the atomic program. It was pure coincidence that this committee was in Chicago on that decisive day. Dr. Compton took with him one of their number, Crawford H. Greenewalt, now president of Du Pont, to see the initial chain reaction.

When, at Fermi's instruction, Walter Zinn pulled out the control rod, the neutrons came faster and faster, increasing continuously until there was fear of damage. The control rods were pushed in and the chain reaction stopped. The "suicide squad," prepared to destroy the pile to save the city of Chicago on the remote chance of a disastrous explosion, breathed a sigh of relief. The half watt of power thus developed was precursor of the great atomic power plants at Hanford on the Columbia River.

A little cheer went up. Someone handed Enrico Fermi a bottle of Italian wine. Crawford Greenewalt returned to the investigating committee. His glowing eyes told them what he dared not say in words: *atomic power, controllable, the dream of a generation of scientists, was now a reality!*

(Robert M. Hutchins, then president and later chancellor of the University of Chicago, and now associate director of the Ford Foundation, described the occurrence as "the most significant event of modern times.")

Dr. Compton put through a call to Dr. Conant at Harvard.

"The Italian navigator has just landed in the New World," he said. It was their usual extemporaneous wartime code.

"Did he find the natives friendly?" Harvard's president asked dryly.

"Everyone landed safe and happy," his colleague assured him.

How to make use of the historic discovery was the big problem now. A crew of theoretical physicists and engineers drew up plans

for a large water-cooled transmutation plant. General Groves again approached the Du Ponts. They had been dubious about entering a field so untried but the report of their investigating committee, coupled with the great urgency and importance of the task and their loyalty to a government, with which the Du Pont Company had been doing business since Thomas Jefferson's day, was more than sufficient to win them over, and they joined in the atomic program with all of their resources.

The group of experimenters in Chicago still had to devise a process for producing plutonium in quantity. They needed a pilot plant and laboratories in which to try out chemical processes and produce trial amounts of plutonium. The Du Ponts agreed to build the needed plant, the Clinton Engineering Works and laboratories at Oak Ridge, Tennessee. The agreement was, however, that someone else would operate the plant. Believing that some great university might well direct this installation, Dr. Compton thought of Harvard; but Dr. James Conant, contacted in Washington, said he would be unwilling to recommend it to his own board because it was too far from the normal type of operations of a university. E. T. Filbey, acting head of the University of Chicago, had a different view of the matter and agreed that the university should operate this large-scale plant. M. D. Whitaker was made director of the Clinton laboratories at Oak Ridge. When President Robert M. Hutchins returned to the Chicago campus, he remarked: "I see that, during my absence, you have doubled the size of the university."

The Clinton laboratories were built at Oak Ridge, Tennessee, on recommendation of Dr. Arthur Compton. How the site for the Hanford atomic works was chosen has been described for this book by Lieutenant General Leslie R. Groves (Retired). His description, with a date and names furnished by the information division of E. I. du Pont de Nemours & Company, is as follows:

From his knowledge of the United States General Groves, in Washington, D.C., had selected several possible locations with one outstanding, on the Columbia River, a few miles upstream from the small town of Hanford. General Groves and associates selected this site as their first choice, before any trip was taken. Other possibilities

were considered, however, to make certain that no suitable location was left out of the reckoning.

Colonel Franklin T. Matthias, who was put in charge of the plutonium-manufacturing project, was sent to make a field selection of several possible sites. He was accompanied by two engineers of the E. I. du Pont de Nemours & Company organization. They were Gilbert P. Church (later project engineer for the plutonium manufacturing plant during its construction), and Albert E. S. Hall, a design project engineer. On December 16, 1942, this group visited the Hanford area for the purpose of making a plant-site survey.

When the survey was made on the ground, it was found that the site General Groves desired had already been pre-empted by a government agency and, according to his recollection, was in use as a bombing range. The site examiners came downstream a short distance and selected the Hanford site as their choice. General Groves made an on-the-spot inspection of the site and approved it as satisfactory.

Embracing the north half of Benton County, in eastern Washington, it had many advantages for the purpose for which it was to be used. The area was isolated. It contained a vast amount of wasteland. It was accessible to Spokane, hub of a network of railways, bus lines, and highways. Centers of population like Pasco, Kennewick, and Yakima were not too far away, yet few people lived in the vicinity. Land there could be bought at a low price. The Cascade Range, with peaks up to nearly three miles in height, gave protection to the west. The Columbia River was an inexhaustible source for the vast quantities of water that would be required for cooling purposes. But most important of all, immense blocks of needed energy could be brought over the desert wasteland from the Grand Coulee power plant to the north and through connecting high power lines from the great Bonneville Dam near Portland.

On December 21, 1942, the Federal government entered into a contract with E. I. du Pont de Nemours & Company for the engineering design, procurement, construction, and operation of a plant at Hanford to manufacture plutonium. A fee of one dollar, as the compensation for the Du Ponts carrying out the project, was stipu-

lated in the formal contract. It was also agreed that the Du Ponts would not benefit from any patents resulting from their atomic work and that, after the war, they were to withdraw from all connection with the atomic program.

Condemnation by the United States of 193,833 acres of land in Benton County, Washington, with immediate possession to be given "for military, naval or other war purposes," was instituted in Spokane in February, 1943. The area embraced in this order is bounded on the north and on the east by the Columbia River, this stretch of the Columbia extending from the mouth of the Yakima to a point above roaring Priest Rapids. Leases were later taken on 176,000 acres in Franklin and Grant counties, on the opposite side of the Columbia. This put the government in position to control all traffic to and along the river. Farmers around Richland had to give up land that, in a normal year, produced half a million dollars' worth of peppermint, asparagus, cherries, peaches, and apricots.

To some the proceedings seemed like an invasion. Landowners thought the prices offered were too low. Some objected to what they called a "sign here" attitude on the part of government agents. Farmers and businessmen held protest meetings. A twelve-man delegation went to the state capital, Olympia, to present their grievances to Governor Arthur B. Langlie.

Colonel Matthias, and his first aide, Lieutenant Colonel Harry R. Kadlek, talked things over patiently and persuasively with those who were being forced to leave and changed their thinking. Protesting businessmen, also, were won over.

"The influx of population will be far greater than the exodus," Colonel Kadlek told a mass meeting. "A new city will be built, jobs will be provided for thousands, and if any of the merchants want to stay and serve the new and greater community they will have the chance to do so."

The way was cleared for the tremendous job ahead. Construction work was started at Hanford on March 22, 1943.

At first this part of the atomic activities was called the "White Bluffs Military Project." It soon was renamed the "Hanford Engineer Works." In 1947 this was shortened to "Hanford Works."

Procurement of the workers needed was a major difficulty. Colonel Matthias had 145 labor recruiters out in 745 cities in every state in the Union excepting Tennessee, site of the Oak Ridge project.

Passenger coaches, with every seat filled with workers bound for Hanford, would pull into Spokane at 6:15 P.M. on Northern Pacific No. 3. They were due to arrive at Pasco—a division point 146 miles southwest of Spokane—at 10:30 P.M. For many of the passengers it was their first trip west of Chicago, for others the first west of the Hudson River. They were intensely curious about the West and about the work and living conditions they'd find at the journey's end.

At Pasco the travelers were met by men with badges and arm bands and were divided into groups in accordance with the kind of work they were to do and who was to employ them. Husbands and wives said good-by to each other at the railway station. The women were taken to Richland the same night. Many of the women who had qualms as to the accommodations they might find, breathed a sigh of relief when they were escorted into the attractive lobby of a modern hotel.

Men bound for Du Pont pay rolls were taken to a registration office across the street from the railway station. They were then transported in busses to "Little Pasco," a former army barracks, for food and lodging. In the morning they checked in with the trade unions.

Executives, scientists, and engineers, some of them world famous but traveling incognito, generally passed through Spokane on the Northern Pacific's "No. 1," due at Pasco at 12:21 A.M. Station wagons or touring cars met these visitors at Pasco, and, after their names were checked with typewritten lists, they were whisked off to Richland where they were shown to comfortable hotel rooms.

General Leslie R. Groves revealed after V-J Day that he had visited Richland and Hanford many times, always incognito. Dr. James B. Conant visited Hanford as adviser to General Groves. Enrico Fermi, a frequent visitor, used the alias "Mr. Farmer." Dr. Glenn Seaborg was "Mr. Seaman." Dr. Arthur Compton was "Mr. Comas."

Both Harry S. Truman and Mon C. Wallgren have been credited with the story that they were turned away at the gates of the plutonium plant while it was under construction. Actually, they received word before starting for Hanford that they could not be admitted.

Ticket sales at Pasco ran around a quarter of a million dollars a month. Even before the Hanford job started, Pasco was booming. It was a reconsignment point for the army, site of a navy training station. Offices in Pasco business blocks were taken over by army engineers and employees of the Du Pont company. Housing was at a premium. Population grew to 10,000 from the census figure of 3,913.

Thirty odd years before, Hanford, nucleus for the plutonium manufacturing works, had been the center of an ambitious but ill-fated irrigation project. Extensive advertising had been used to feature its volcanic-ash soil and its advantageous climate, but a shortage of water doomed the enterprise and when the 1940 census was taken, Hanford had a population of only 436.

How to take care of the throng of workers who poured into the area was a staggering problem. A limited number of the newcomers found places to live from which they could commute to their jobs. Kennewick tripled its population. Towns as far away as Sunnyside, Grandview, and Prosser were filled by the population influx, and trailer camps began to line the highways from Burbank to Kiona. Living quarters and eating places were built to enable the great majority to live close to their work.

At the peak of the construction some 51,000 persons were housed and fed at Hanford. About 39,000 lived in barracks-type quarters, another 12,000 in trailer camps. Hanford, almost overnight, became the fifth largest city in the state of Washington.

Every facility and service was of colossal proportions. At a post office with twelve windows, the atomic workers called for their mail according to the initial letters of their names. In the community bank, on pay days, sixteen tellers were kept busy cashing checks. Two big theatres built on the project did a rushing business. There



were two immense recreation halls, one of which occupied approximately two-thirds of a city block and in which four thousand workers could dance at one time. In one of these places, eight men were kept busy tapping beer kegs while some thirty-six barmaids and eight bus boys carried the malt beverage to thirsty customers. Hanford took the entire output of one large brewery, supplemented by a large amount of beer from another.

To feed the hordes of hungry workers, eight huge mess halls were constructed at central locations in the Hanford camp area. They were generally identical in size, shape, and construction, an exception being Mess Hall No. 1 which had a forty-foot lean-to extension to house the main offices of the Olympic Commissary Company of Chicago, which operated the Hanford mess halls under contract. A typical mess hall was 176 feet wide by 270 feet long, the kitchen portion occupying approximately one-tenth of the space. The buildings were unpainted both inside and out, the outer surface having a tar-paper finish.

It has been estimated that each day the following amounts of various foods were served in these eating places: 80,000 eggs, 60,000 fresh doughnuts, 10,000 pies, 14,000 gallons of milk, other foods in proportion. Fifteen tons of turkey might be served at a meal. The food was varied, well cooked, and appetizing. Appointed by the Army as bodyguard for Dr. Arthur Compton, Julian Bernacchi traveled thousands of miles with the Nobel Prize winner and so became a sort of Duncan Hines of the atomic program. Julian said the best food was to be found in the mess halls at Hanford.

As a preliminary to eating, the atomic worker went through a turnstile in front of which was a booth at which he could buy a meal ticket. Inside, during the mealtime rush, he would see hundreds or thousands of people, including a sprinkling of Negroes, seated on wooden benches about wooden tables on which had been placed cups and saucers, tableware, paper napkins, condiments, large enamel pitchers of milk, perhaps green onions and cake. There were fifty-six tables in each of the mammoth restaurants. Mess Hall No. 1 could feed 3,456 persons at a single sitting or 13,824 for a meal as there were four relays for each meal. Most of the big crowd would

be laborers. There would be enough women to lend notes of charm and color to the scene. Women waiters pushed wheeled service tables, laden with meat, vegetables, and other foods along the aisles. A raised hand would bring a waiter hurrying with an extra helping of any dish the patron craved. A male worker would be charged around 67 cents for a substantial dinner, a woman, 45 cents. It has been estimated that twenty-five million meals were served to the construction workers.

An elaborate and extensive guard and patrol system, with badges and passes for identification, was organized and put in operation. At one period a large proportion of the workers on the construction project were Negroes from the Southern States. For a time, white and Negro workers had rooms in the same dormitories. Protests came from members of both races; they preferred to be by themselves and their wishes in this respect were met. Once the workers reached the construction area all segregation ceased.

With the first chill of autumn, the Negro population rapidly thinned. One elderly Negro from Aiken, South Carolina, said, "Ize goin' back to Dixie to toast mah shins for eight months on money Ize made at Hanford."

Drawing of a color line was only one of the human complications. Men and women who had cherished their independence suddenly found themselves herded into barracks and subjected to a degree of supervision seldom known in America outside prisons. Under the company rules, husbands and wives could meet only in the evening before midnight, and then only in the parlors of the women's dormitory. Fifty married couples, including a dozen newlyweds, petitioned the management to provide them with separate living quarters. They claimed that the policy of keeping wives and husbands apart was making Hanford unfavorably known as a "metropolis of race suicide." Not infrequently, on weekends, couples would board busses and go to other communities for a few fleeting hours together. Some took the free ferry operating on the Columbia. They would cross the river to be alone amid the wide open spaces of the fragrant sagebrush and under the stars.

But personal problems were submerged in the onrushing construc-

tion work. The enormous size of the job done at Hanford can be measured by the following statistics:

In preparation for the buildings put up at Hanford, 25,000,000 cubic yards of earth and rock were removed. In addition to dwellings and service establishments, 554 buildings were constructed. In erecting these buildings, the contractors used 160,000,000 board feet of lumber, 780,000 cubic yards of cement, 40,000 tons of structural steel.

Water pumping equipment to cool the plutonium piles would have supplied the water needed by the ten million people in New York City's five boroughs. Plumbers installed 232 miles of pipe, ranging in size to twelve inches, and more than fifty miles of special aluminum tubing. During the construction period, workers on the project rode 340,000,000 passenger miles on motor busses.

To provide for the transportation of heavy freight, the government took over the Milwaukee's spur line from Beverly to Hanford and extended it to Richland. Including this, 158 miles of railroad track was laid. Roads were needed, also, and 386 miles of them were built.

Construction of the Hanford Engineer Works was declared complete March 31, 1945, but before that date, on February 2, 1945, the first plutonium resulting from Hanford operations was accepted by the army.

Never before had there been any radioactivity approaching that which accompanied the formation of plutonium at Hanford. These radiations were poisonous to the human body. They had the power to destroy the blood-producing marrow of the bones and wreck the blood cells. If a person were exposed to the radiations for even a few minutes he would die. The baneful effect of even a momentary exposure might be felt for the balance of one's life. To protect the men and women working at Hanford, each pile of plutonium was confined behind a massive shielding of iron, steel, and special masonry to absorb the deadly radiations.

Because of the hazards which arose when the manufacturing processes began, construction workers were moved to a safe distance before each of the seven manufacturing areas was put in operation.

So much for Hanford, where plutonium was made. Down the broad Columbia, a safe seventeen miles from the plutonium piles, was Richland Village, destined to become the home city—the “bed-room”—for the men and women who helped make plutonium. When work started on the Hanford Engineer Works, Richland had a population of only 250.

At four o'clock in the morning, March 9, 1943, G. A. Pehrson, Spokane architect, designer of many Spokane dwellings and business buildings, was awakened at his home by a long-distance telephone call from Colonel Franklin T. Matthias in Washington, D.C.

“The government has a big architectural and building job out in your state,” the army officer told him. “Are you in a position to take it on?”

“No, I can't do it,” Pehrson replied. “Most of my staff is in the service. I have only two men and a girl left.”

Three days later, Colonel Matthias called Pehrson again.

“Have you reconsidered that proposition?” he asked.

“No, I still feel the same way about it,” the architect answered.

“That's too bad,” the Colonel told him, and hung up. Two days later there was a third call from Colonel Matthias.

“How do you feel about that job by now? Reconsidered?”

“No, the answer is the same as before.”

“Well, our committee is meeting here now. It has been decided that you are to take over.”

“But I haven't the personnel to do it,” the architect protested.

“You are no worse off in that respect than any one else,” the voice from Washington said. “Go out and get the men you need.”

“Well, if it's an order. . . .”

“You have a car?”

“Yes.”

“Know how to get to Richland?”

“Yes.”

“You are to meet Lieutenant Colonel Harry R. Kadlek down there at 2:00 P.M. today.”

Pehrson kept the appointment. Kadlek told him: “Your job, Mr. Pehrson, is to plan a community here at Richland to house fifteen

thousand people. It is to have every facility found in a modern city of that size—schools, churches, picture shows, restaurants, groceries, garages, service stations. By tomorrow morning I want an estimate from you as to what it will all cost.” By the following morning, the Spokane architect had the estimate ready.

Eight days after the first long-distance call from Washington, March 17, 1943, the work of designing and building a new city was under way. Pehrson assembled a staff of 352 architects, draughtsmen, and engineers. Some worked at his Old National Bank Building office in Spokane, but most of them were at the site of the project, where working and living quarters were created. Their work continued under high pressure until January 16, 1945, was not entirely complete until the following June 2.

At the start there were only thirty-five dwellings available in Richland, but the pattern of the new city soon showed through clouds of dust raised by cranes, scrapers, and power shovels. Builders rushed construction of 4,304 houses, 2,500 permanent and 1,804 fabricated; 25 dormitories, with space for a thousand men and women; a 114-room hotel; and administration buildings for the project. The city of Richland completely surrounded Richland Village. “George Washington Way” absorbed what used to be Main Street. Pleasantly curving avenues, landscaped lawns, and parkways displaced barren sagebrush hills. Streets were cut through old apple orchards.

Guiding the presentation of news about all of these developments were decisions reached by the Bureau of Censorship in Washington. An emergency war agency to censor communications by mail, cable, radio, or other means was created December 19, 1941. Byron Price, since 1937 executive news editor of The Associated Press, was made director of the censorship bureau. Among his duties was “To coordinate the efforts of the domestic press in voluntarily withholding from publication news which could not be released without endangering the prosecution of the war.” There was much of this kind of news at Hanford, at Richland, and at Spokane.

Newspapers were asked in February, 1943, not to publish anything about the Hanford project that might give a clue as to what it

was all about. *The Spokesman-Review* was among the newspapers which had to be particularly on guard. It had thousands of subscribers in Hanford, Richland, and towns in their vicinity, and these subscribers looked to *The Spokesman-Review* for the news of what was going on in their communities. When in doubt, *Spokesman-Review* editors checked with Byron Price's bureau. They learned that no statement was to be made linking the Columbia River with the Hanford project. There were to be no pictures of railway trains, railway waiting rooms and platforms, of busses and highway traffic that might give some enemy agent a clue as to the great number of workers employed at Hanford or the huge size of the project. In December, 1943, the censor banned any news or discussion of experiments in atomic fission or transmutation. Conjectures as to what was going on at Hanford were discouraged. Compliance was on a voluntary basis. In conveying their wishes to newspapers the censors in Washington used expressions like: "We should prefer. . . ." "You are asked to avoid. . . ." They were requests, in the American tradition, not commands, but they were as effective as "orders on pain of death" in totalitarian countries. Newspapers and radio stations cooperated.

No hint was given when J. Robert Oppenheimer left Chicago secretly in 1943 to set up an independent laboratory on an isolated hill near Santa Fe, New Mexico, or of what he and other scientists who joined him did there. All the efforts of this modern "corps of discovery" were centered on solving the many technical problems of combining plutonium from Hanford and uranium-235 from Oak Ridge in a successful bomb.

Man's transition to the atomic age was ushered in before the eyes of a tense group of renowned scientists and military men gathered in the desert lands 120 miles south of Albuquerque, New Mexico. Here the first man-made atomic explosion, the outstanding achievement of nuclear science, was achieved at 5:30 A.M. on July 16, 1945. An announcer shouted "Now!" There came a blinding flash. A mountain range three miles from the observation point stood out in bold relief. Then came a tremendous sustained roar and a heavy pressure wave which knocked down the two men outside the control

center. Immediately thereafter a huge multicolored surging cloud boiled to an altitude of over 40,000 feet. Clouds in its path disappeared. Soon the shifting stratosphere winds dispersed the now gray mass. A steel tower had been entirely vaporized. Where the tower had stood was a huge sloping crater.

That afternoon the Chicago papers described the explosion of a "huge ammunition dump" in New Mexico with extraordinary light effects. In the evening, Robert Oppenheimer called Dr. Arthur Compton on the phone: "We caught a very big fish."

A poll of opinion was taken among the scientists who had helped produce the new weapon. The consensus among them was: "Drop the bomb on the enemy." Henry L. Stimson, Secretary of War, advised President Truman to order the use of the incredibly powerful new weapon against Japan. Stimson wrote afterward: "My chief purpose was to end the war in victory with the least possible cost in the lives of the men in the armies which I had helped to raise. . . . No man would have failed to use it and afterwards look his countrymen in the face." At least partially, as a result of this advice, an atomic bomb, hailed as the most terrible destructive force in history and as the greatest achievement of organized science, was dropped on Hiroshima on August 6, 1945. An area of four and one-tenth square miles was reported by the United States Army to have been wiped out by the terrifying weapon. Plutonium made at Hanford had been placed in that bomb in Los Alamos, just before the plane from which the frightful weapon would be dropped took off for Japan.

Speaking from the White House sixteen hours after the bomb was dropped, President Truman told the country:

We have spent two billion dollars on the greatest scientific gamble in history and won.

But the greatest marvel is not the size of the enterprise, its secrecy or its cost, but the achievement of scientific brains in putting together infinitely complex pieces of knowledge held by many men in different fields of science into a workable plan. And hardly less marvelous has been the ability of industry to design, and of labor to operate the machine and methods to do things never done before. . . . We are now prepared to obliterate more rapidly and completely every productive enterprise the Japanese have

aboveground in any city. We shall destroy their docks, their factories and their communications. Let there be no mistake: we shall completely destroy Japan's power to make war.

But the Japanese war lords still carried on.

"Japan's stalling over peace terms may have been caused by a suspicion that America had only two atom bombs," Colonel Franklin T. Matthias told a Kiwanis-Rotary luncheon meeting in Spokane August 15, 1945. But he added, "More were ready and could have been dropped." Four days after Hiroshima was destroyed, a second bomb was dropped on strategically important Nagasaki. The next day a tottering Japan sued officially for peace and, on August 14, surrendered. The war was over.

Residents at the atomic works had felt from the start that Hanford would end with the war. Events seemed to prove they were right. Five months after V-J Day, Hanford was totally unpopulated except for guards and fire-prevention crews.

But on June 4, 1946, the War Department announced that in three months the General Electric Company would take over the \$347,000,000 government-owned plant from the Du Ponts. Mechanical troubles had threatened discontinuance but the difficulties had been overcome and, by August, the manufacture of plutonium for atomic bombs was continuing at the same rate as during the war peak. On September 1, 1946, the transfer was made. A program of large-scale construction and development was set in motion.

President Truman signed, on December 31, 1946, an executive order formally transferring the nation's atomic energy program from military to civilian control.

At the request of the Atomic Energy Commission a small group of advisers from among the Du Pont personnel went back to the Hanford plant in 1948. An Associated Press dispatch from Washington, D.C., dated December 29, 1948, stated:

David E. Lilienthal [chairman of the Atomic Energy Commission] said today a new plutonium production plant under construction at Hanford, Washington, is "the largest peacetime construction job in American history" and will cost an estimated \$500,000,000.

"It has been begun and [construction] is rolling," Lilienthal told newsmen.



Both the Hanford Works and the Knolls Atomic Power Laboratory in Schenectady are part of the nucleonics department operated by the General Electric Company as prime contractor to the Atomic Energy Commission.

David F. Shaw, of the Hanford operation office, on February 15, 1951, gave impressive figures to Spokane Chamber of Commerce members, as follows:

“The Hanford Works is the second largest industrial plant in the Northwest.” (Boeing is first.)

“More than \$250,000,000 has been spent in construction at Hanford in three years.”

“In this fiscal year \$49,000,000 will be spent to operate the plant and buy raw materials to produce plutonium.”

“The project employs 16,000 persons, has an annual pay roll of \$66,000,000.”

According to figures released July 4, 1951, by the Bureau of the Census, Benton County, Washington, was the fastest growing county in the United States in the years 1940 to 1950. The bureau reported that the atomic energy center jumped in population from 12,053 in 1940 to 51,370 ten years later, a gain of 326.2 per cent.

The General Electric Company's contract with the Atomic Energy Commission, under which it is operating and expanding the Hanford Works and the Knolls Atomic Power Laboratory at Schenectady, contains the following provisions: The company is to receive full reimbursement for all costs and expenses which it incurs in connection with the project, plus a “fixed fee in the amount of One Dollar (\$1.00).” This was the amount which the United States Treasury paid the Du Ponts as their sole profit for designing and carrying through the Hanford project to a successful conclusion; it will be the Du Ponts' fee for their follow-up undertaking, the hydrogen bomb.

Harry A. Winne, vice-president of the General Electric Company and chairman of the company's Nucleonics Committee, states:

We hope this is not a “mythical dollar” . . . although that doesn't make too much difference, and there are no other “valuable considerations”

mentioned in the contract. Obviously, if the atomic energy development amounts to anything industrially, as we hope it will, the experience we are gaining in carrying on these operations should be of value to us in the future.

For such industrial purposes, no doubt, the Soviets wanted the secrets of atomic power; but more urgently they wanted to know how to make the atomic bomb for possible use in their bid for world conquest. It was generally believed that this knowledge had been kept from the Russians; but evidence that such might not be the case came to light in Canada a month after the end of the war.

A prominent feature of the Soviets' plan of espionage was to win the people of other nations to the communist ideology and to persuade these converts to betray their countries. Ironically, it was a Russian, won over to the ideology of the free nations, who betrayed the Soviets' campaign of spying. This communist traitor was Igor Gouzenko, a twenty-seven-year-old cipher clerk in the Russian Embassy at Ottawa, Canada. After the war ended Gouzenko received orders to return to Russia; but, eager to stay in Canada, he abstracted from the Embassy files documents which would implicate the Russians in the theft of wartime secrets and handed these telltale papers, which he himself had decoded, to Canadian authorities.

The Royal Canadian Mounted Police in Canada, a special branch of Scotland Yard in England, and America's Federal Bureau of Investigation were mobilized to investigate the case. Suspicion centered on British-born Dr. Alan Nunn May, a reserved, courteous nuclear physicist of outstanding ability who had been assigned to important work at the Chalk River atomic project in Canada. On March 5, 1946, Dr. May, who had returned to England, was put under arrest. A fortnight later, Senator Bourke B. Hickenlooper, of Iowa, read to the United States Senate a letter from Major General Leslie R. Groves stating that Dr. May had wide knowledge of atomic bomb construction and use and could give vital information to Soviet spies. Six weeks later, in London, Dr. May pleaded guilty to giving information on atomic energy to a Soviet spy and was sentenced to ten years in prison. What steps were taken by the Cana-

dian Mounted Police, Scotland Yard, and the Federal Bureau of Investigation to track down other traitors has not been announced, but it seems unlikely that these famous organizations relaxed their efforts in this direction. The shrewdness and uncanny efficiency of the Russians' undercover work is indicated by the fact that, after Dr. May's case was disposed of, four years and seven months elapsed before there was another conviction in an atomic spy case. After that long interval the following facts came to light:

Years before the harnessing of atomic power became a reality, Russia introduced spies into American industrial plants to steal their processes and formulas; so when the atomic program was being pushed to success, Russia already had trained and tested agents in this country to ferret out the most precious secret in world history.

Among the most diligent Soviet spies in this country was a Swiss-born biochemist, Harry Gold, who served the Kremlin slavishly for many years before he was given his greatest assignment: to assist the Soviets in securing information about the atomic development.

One of the most important communist sympathizers with whom Gold had dealings was Dr. Klaus Fuchs, a nuclear physicist who had fled Nazi Germany, become a British citizen, and been admitted to the inner atomic circles. Vouched for by British security officials, he was one of the scientists who crossed the Atlantic to help research workers in this country with their atomic experiments. Fuchs passed on to Gold for transfer to Russia the confidential data gathered as a worker in American atomic laboratories.

Another insider from whom the biochemist secured atomic data of immense value to the Soviets was David Greenglass, a noncommissioned United States Army officer stationed at Los Alamos, New Mexico. In civilian life Greenglass had been a mechanic. In the army he was a technician, Fifth Class, equivalent to corporal. Assigned to one of the three machine shops at Los Alamos, he worked on the mechanism of the atomic bomb. By an odd twist Corporal Greenglass had, as a brother-in-law, a Soviet sympathizer, Julius Rosenberg, an American citizen who was acting as a Russian agent. Rosenberg had married David's sister Ethel. Ethel helped her husband in his undercover work. Having much influence with his wife's

soldier-brother, Rosenberg, abetted by his wife, persuaded Greenglass to turn traitor.

Thus it happened that the Soviets had at the crucial Los Alamos project two men to do their bidding, a scientist in the laboratory, a soldier-mechanic in a machine shop. To contact these two men Harry Gold took the long trip to New Mexico from Philadelphia, where he lived and worked. On Saturday, June 2, 1945, he met the first of them, Dr. Klaus Fuchs, in Santa Fe, and from him received vital information which the German scientist had gathered together during his eleven months in the laboratory there. The following day, Sunday, June 3, in Albuquerque, he met David Greenglass, who gave him a cross-section sketch of the atomic bomb mechanism, supplemented by explanatory notes. Returning East, Gold handed the extremely valuable material he had brought back with him to Anatoli Yakovlev, head of the Russian Consulate in New York City, for sure and speedy transfer to the Kremlin. Three months later, Gold again traveled to Santa Fe to get the very latest atomic data from Dr. Fuchs. In the meantime, the first atomic bomb had been tested, with Fuchs as a spectator, and two additional bombs had been dropped on Japan.

Despite the hue and cry that followed the revelations of Russian espionage in the Alan Nunn May case in 1946, Harry Gold, David Greenglass, the Rosenbergs, and Dr. Fuchs went about their business for more than four years without interference from the law. The soldier-traitor Greenglass was promoted, becoming technician, Fourth Class, equivalent to sergeant, and received an honorable discharge from the army. Dr. Fuchs was welcomed back at the Harwell atomic research center in England. Finally, however, the patient, painstaking work of British and American detectives yielded evidence of Fuchs's duplicity and, early in 1950, Special Branch operatives of Scotland Yard arrested him. Confronted with the evidence of his guilt, he confessed, admitting that he had acted entirely on his own initiative in passing atomic data to the Soviets. Tried at Old Bailey, London's Central Criminal Court, he was convicted and sentenced to fourteen years in prison. The trail led across the Atlantic to Harry Gold. Arrested May 23, 1950, he also confessed

and on December 9, 1950, was sentenced to thirty years in prison. Caught in the net, ex-Sergeant Greenglass testified in Manhattan district court against his sister Ethel and her husband, Julius Rosenberg. He was let off with a sentence of fifteen years in prison; but the Rosenbergs, whom he had helped convict of conspiracy to commit espionage, were sentenced to death. Their appeal from this verdict is pending.

A co-worker of Dr. Fuchs at Harwell, Italian-born Dr. Bruno Pontecorvo, a tritium and cosmic-ray specialist, is now known to have been in the plot with his German colleague. The Italian scientist as good as admitted his guilt in September, 1950, by fleeing behind the Iron Curtain.

After expending two billion dollars and putting forth herculean efforts in developing and constructing the greatest war weapon known, it is dismaying to learn that America lost the secret of how it was made to a foreign power who would, many fear, have no compunction about turning it against us. But although the loss is extremely serious, it need not prove disastrous. Reviewing the stories of Hanford and of Grand Coulee, which played such a big part in producing the atomic bomb, one realizes that these wonders of the modern world have resulted from special American traits, aptitudes, and resources far beyond the reach of Communist Russia. Granted enlightened leadership, the further tightening of security safeguards, the mobilization of our vast basic powers, and a renewal of faith in the American way of life, this country will be in a position to weather the gathering storm and "stand four-square to all the winds that blow."

## CHAPTER XXII

### W. H. C. and the AP

*W. H. Cowles Becomes a Director of The Associated Press in April, 1911, and Serves Continuously Until April, 1944—In These Thirty-three Years He Is Associated with Fifty-six of the Nation's Outstanding Newspaper Publishers—Takes Active Part in Developing AP Membership, Policies and Service.*

AT TEN O'CLOCK on the mild, sunny forenoon of April 26, 1911, W. H. Cowles, publisher of *The Spokesman-Review*, attended, for the first time, a directors' meeting of The Associated Press in New York City. The day before he had been unanimously elected to serve out the unexpired term of his former partner, Harvey W. Scott, of the *Portland Oregonian*.

Nowhere in the world was there another organization like The Associated Press. The nature of this organization and something of its history was described to a Spokane audience in March, 1924, by Melville E. Stone, one of the AP's founders, until 1920 AP general manager, and then counselor. The occasion was a dinner given in his honor by W. H. Cowles in the Marie Antoinette ballroom of the Davenport Hotel. Paying him homage were 150 prominent newspapermen, educators, professional people, and business executives.

Stone was a journalistic great. Among his accomplishments—any one of them enough to bring him enduring fame—were: (1) founding the *Chicago Daily News*; (2) finding the capital needed to put Ottmar Mergenthaler's great invention, the linotype, into production; (3) helping found The Associated Press as the first co-operative news-gathering association in the world and building it up in the face of great odds.

Stone's visit to Spokane was front-page news, with a banner head in *The Spokesman-Review* of March 18, 1924. *The Spokesman-*

*Review* gave this verbal picture of the veteran journalist: "Mr. Stone suggests some of the later photographs of James Whitcomb Riley, one of his boys on the old *Chicago News*. He wears his gray hair in the same condition of artistic disarray and the angle of the eyeglasses is much the same."

No man living knew The Associated Press as Stone did. He built it, shaped it, was part of it. With a journalist's gift of expression he told his Spokane hearers how the AP began, how it grew, and why it was great. What he said about The Associated Press was quoted by *The Spokesman-Review* as follows:

There was a time when the news of the world was carried from port to port by sailing vessels. It was before the day of the steamship, before the day of the telegraph, still longer before the day of the radio. In that day when a sailing vessel came to port in London or Liverpool there was a coffeehouse to which the captain of the ship repaired and told what had happened in the country or countries he had visited. His report was written out on the coffeehouse books and the merchants gathered there to read the news.

After all, this was not so very long ago. It was only 15 years before my own birth [August 22, 1848] that my mother came to this country from the British coast in a sailing vessel which required five weeks for the voyage. And it was only 16 years before my mother's journey that the first steamship crossed the Atlantic.

All, or nearly all, of the marvelous means of communication have been developed in my own lifetime. It was only four years before I was born that the first telegraph message ever sent in the world was transmitted from Washington to Baltimore. And in my young manhood I personally knew Professor Morse, the inventor of this telegraph. I was 10 years old when Cyrus Field laid his first cable across the Atlantic.

In the days of the sailing vessel a few of the leading newspapers of New York formed a union to go down into the bay, meet the incoming ships, secure a budget of news from the captain and hurry back to issue it in newspaper form. This practice was continued after the arrival of the steamships. The combination was called the Harbor News association.

Then when the telegraph lines were established they made use of them and changed their name to the Associated Press. This was distinctly a moneymaking corporation. As papers were established in the interior of the country they sold their news to these interior papers. As time went on minor organizations were effected in various parts of the country which exchanged news of the vicinages and paid a differential to these New York people.

Finally in 1892 the control of this New York institution passed to a com-

bination dominated by three men. It then became a real menace. It was in the power of these three men, who were entirely irresponsible so far as their clientage was concerned, to send any news that they chose.

The members of the Western Associated Press, which operated between the Allegheny and Rocky mountains, revolted. Feeling the danger of both partisan and corrupt news messages for their newspapers they organized a new corporation called the Associated Press, and in March, 1893, asked me to accept the office of general manager. After no little consideration I accepted the post. I was influenced to this because it seemed a public duty.

The purpose was to establish a purely cooperative organization, but unfortunately the laws of Illinois made no provision for any such institution and it was necessary to incorporate as a stock organization. There was no provision to make profit or declare dividends. After a four years' contest the rival organization, under the leadership of the three dominating men, went to the wall and the Illinois corporation, "The Associated Press," became important.

Some years passed and a very stupid judge of the Illinois supreme court rendered a decision to the effect that news was a commodity of such importance that the Associated Press must give it to any applicant. This made continuance under the corporate laws of that state impossible.

In conjunction with a number of others I retired, went to New York and incorporated the new Associated Press, under what was known as the membership corporation law of that state, which seemed to fit our needs perfectly. This was in 1900. No stock was issued, no profits made, no dividends declared, but the institution became purely cooperative. This is the organization that has existed from that day to this. It has grown from the small beginnings in Illinois until there are more than 1200 daily newspapers represented in its membership. It is entirely democratic in its control, the membership electing a board of directors to represent them and these in turn employing the operative personnel.

Alliances were formed with something like 20 foreign agencies, practically one in each country. Arrangements were made for the speedy transmission of news, so that in one year the average time of transmission from Paris to New York for our messages, long and short, was 23 minutes.

The Russian censorship, which under the czarist regime had prevented any correspondent from sending news from that country, was removed at our solicitation. The world, in the language of John Wesley, became our field. Public confidence grew, the membership was enlarged and success was assured. But all the time there was the most scrupulous care that the service should be impartial and so far as human frailty would permit, accurate. Both in the membership and board of directors elected by the members, every phase of religious, political and economic affiliation was represented. The members differed as widely as possible in their views of political and economic questions, but were of one mind as to the necessity for an impartial, nonpartisan and accurate service.



In the years that have gone by I have known every one practically who has been engaged in furnishing means for the transmission of news. It has been a marvelous story, dramatic beyond expression.

Melville E. Stone was seventy-five years of age when he visited Spokane, sixty-two when W. H. Cowles became an AP director. Stone was secretary of the Board, consisting of fifteen members, all of them publishers of important American newspapers. Elected by members of The Associated Press, the Board of Directors has wide powers. It selects and controls the executive officers, is empowered to hire and fire and set the pay of officers, agents, and employees. It can make contracts, borrow money, issue bonds. It decides how the association's money is to be spent.

At the time of his election as an AP director, W. H. Cowles was not yet forty-five years of age. He was the youngest member of the Board. The average age of his fellow directors was a little under fifty-eight. All of the AP's fifteen directors were present at the April, 1911, meeting, held in the general offices of The Associated Press in New York City. It was a rare group of men. Their number included outstanding figures in American journalism of that day. Presiding over the Board meetings was Frank B. Noyes, the quiet, distinguished-looking publisher of the *Washington Star*. A word picture of Noyes as presiding officer was drawn by Oliver Gramling in his book *AP—The Story of News*, in the following passage:

Of medium stature, military in bearing, he was outwardly stern but nevertheless a benevolent leader among his fellow publishers. In an even, well-modulated voice he would parry distasteful questions or sudden stabs of wit. At annual meetings he spoke in conversational tones and his words flowed with an ease which frequently confounded some of the more fiery and excitable members.

New York City was represented by two directors, both of whom had climbed to eminence and wealth from impecunious boyhood. They were the sincere, humble genius of the *New York Times*, Adolph S. Ochs, and the able, persuasive Herman Ridder of the German-language daily, *Staats-Zeitung*.

Two of the directors came from New England. One of these was the dynamic Charles Hopkins Clark of the *Hartford Courant*, exponent of the dogmatic personal school of journalism. The other

was the unorthodox, optimistic Civil War veteran of the *Boston Globe*, General Charles H. Taylor, a man of simple habits with a gift for friendship and a knack for coining salty statements like: "When you make a caricature of a public man make one that even his wife can laugh at."

The nation's second largest city was represented by Victor F. Lawson, of the *Chicago Daily News*, son of a Norwegian Chicago politician, and one of the founders of the Associated Press of Illinois. Handsome and cultivated, he had a remarkable record of good citizenship and public service.

The nation's third largest city was represented by William L. McLean, the quiet, kindly publisher of the *Philadelphia Bulletin*. His judgment—always valuable—was never volunteered; it was, when given, usually followed and often proved remarkably effective. His son, Robert McLean, now head of the *Bulletin*, says of his father: "He had an amazing capacity to have things work out his way without its being evident how the result was accomplished. I worked with him over fifteen years. In that period I never heard him say 'Yes,' I never heard him say 'No,' and I never heard him give an order. And yet the business and the newspaper were a reflection of the individual." In 1924, Robert McLean was elected to the place on the AP Board of Directors made vacant by the resignation of his father. He succeeded Frank B. Noyes as president of the Board in 1938 and has continued in that position ever since.

From Pennsylvania, also, came Albert J. Barr of the *Pittsburg Post* (spelled without the "h").

The oldest member, William Rockhill Nelson, of the *Kansas City Star*, had celebrated his seventieth birthday the previous March 7. A tenacious, hard-hitting crusader for civic betterment he was thus described at an earlier period in his life by William Allen White: "He was big—monumental, with a general Himalayan effect. . . . He had a great voice; in his emotional moments—which were not infrequent—this great voice rattled like artillery. . . . A ruddy-faced, square-shouldered, great bodied, short-legged man." From the Middle West, also, came A. C. Weiss of the *Duluth (Minnesota) Herald*.

The modest, unobtrusive Charles W. Knapp was publisher of the *St. Louis Republican*. The South was represented by Clark Howell, *Atlanta Constitution*, and by Thomas G. Rapier, *New Orleans Times-Picayune*.

From California came Valentine S. McClatchy of the *Sacramento Bee*, who became very close to W. H. Cowles and saw eye to eye with him on many issues. The Californian was a wiry man of medium height, a sportsman who in his youth had played handball, taught boxing, judged amateur fights at the old Olympic Club in San Francisco. To his position on the AP Board he brought tireless energy. Among the Board members were three of the six who, on May 22, 1900, had signed the AP's certificate of incorporation under New York state's "membership corporation law": Frank B. Noyes, Adolph S. Ochs, and William L. McLean.

Sometimes an AP director would give expression to what he felt about his service on the AP Board. In 1911 the *Pittsburg Post* was sold at a receiver's sale and Albert J. Barr, its publisher, could no longer be a director. Following his resignation he wrote:

The pride of my life is my association with the men who made the Associated Press. No man could have enjoyed that association without becoming better, broader, nobler and absolutely unselfish. I have never known the moment in my twenty-one years' service when fairness, honest impartiality and earnest solicitude for the welfare of the smallest member was not the controlling thought and action of the men who managed the affairs of the Associated Press. No greater honor can come to one than to be known as one of their number and no business reverse can dim the memory of one who was the least of them.

Another director who put his high regard for the AP Board into words was John R. Rathom, of the *Providence Journal*. He wrote of

. . . looking forward with genuine pleasure to the meetings which so happily blend the performance of duty and the sense of affectionate reunion. . . . The anticipation of these gatherings, days in advance, the knowledge that I would soon be again in that atmosphere of comradeship free from any sordid relation; the hours of brotherly contact—not always harmonious—in the unselfish effort to do justice among our fellow craftsmen; the luncheons where good nature reigns; the goodbyes accompanied by renewed ties of friendship as we separate to go to our distant homes—all

of these thoughts must remain an ever-present happiness as long as memory lasts.

W. H. Cowles regarded his association with members of the AP Board as "a much prized privilege." Said his personal physician, Dr. John T. Bird: "Nothing would keep Mr. Cowles from attending Associated Press meetings."

According to Oswald Garrison Villard, "There never was a director of the AP more appreciated than W. H. Cowles. There never was any question of his reelection at any time. He was as much a fixture as Melville Stone and Frank B. Noyes or Victor Lawson."

The Board held at least four meetings each year. One was on the Friday before and another directly after the annual membership meeting in April.

W. H. Cowles took an active part in the discussions at the Board meetings, frequently drawing on his experience in the newspaper field as reporter, business manager, editorial director (in fact if not name), and publisher.

From the earliest days in Spokane he had watched over his employees, relieved those in distress, paid their salaries when absent because of illness. Thus he had personal observation to draw on when AP operators asked for similar protection and their request was discussed at a directors' meeting in December, 1916. The proposal would take the service a step beyond the already established practice of paying pensions to certain retired employees. The Spokane publisher asked: "Why shouldn't the Associated Press help? Why shouldn't it pay the salaries of these operators when they are laid up by illness?"

Emphatically agreeing, Frank B. Noyes said, "When an operator becomes sick we ought to make provision for paying him while he is ill."

"It seems to me it would be a very fine thing," the Spokane publisher amplified. "It would create a fine spirit among the employees and make their jobs more desirable." When the objection was raised that it might "increase the number of sick people," he countered, "It doesn't with us."

After further debate W. H. Cowles suggested: "How would it be

to leave the time open? Just authorize the Executive Committee to pay full salary to any man who is ill, as long as it seems desirable in the judgment of the Executive Committee." After listening to various comments pro and con, W. H. Cowles came back to his original proposal: "My thought was that they should be given full pay while ill enough to justify it in the mind of the Executive Committee." First he had used the phrase "full salary," then "full pay." Backing him up, his fellow member from the Far West, V. H. McClatchy, offered the resolution

. . . that the Associated Press provide the necessary funds for carrying into effect the plan which the operators desire; that the management thereof be placed in the hands of a committee of five to consist of three men to be selected by the operators themselves, together with the Traffic Manager and the Treasurer of the Associated Press; that even beyond the suggestions which the operators themselves have made, that it be placed within the power of this committee to grant further relief, if in its judgment such relief seems warranted.

The motion carried. Further study was given to a workable plan of employee benefits. Broadened to include employee insurance and pensions, the plan authorized by the Board of Directors was put into effect July 1, 1918. It provided payment of salaries to sick and disabled employees, pensions for retiring employees, death benefits to surviving families. It put The Associated Press in the forefront of concerns that set up systematic plans for employee welfare.

Another subject to which W. H. Cowles brought personal experience and which enlisted his heartfelt interest was the newspaper published in a city no larger than Spokane when he first knew it. In 1944, speaking of the early-day work of the AP Board, he told Samuel Rovner of *Editor & Publisher*, "We gave as much time and effort to questions concerning a newspaper of 5,000 circulation as to the largest daily in the country."

Thirty-two years before, at the directors' meeting on April 22, 1912, in the Astor Gallery of the Waldorf-Astoria Hotel, such a case was being discussed. A small Oregon paper had filed an application to withdraw. Its publisher could not pay his assessment. Secretary Stone explained: "It is a twelve hundred and fifty word day pony. I

ought to say this, we have a one thousand dollar bond there, and I have informed him of the six months rule, and he declines to receive the report, and I had to cut it off, because he was piling up an indebtedness.”

W. H. Cowles pointed out that the member who wanted to withdraw had been getting a seven-hundred-and-fifty-word report but that the AP had increased the service to twelve hundred and fifty words at the urgent demand of a large number of papers in the Oregon paper's neighborhood. He said, “It was a good thing to give them the added service if necessary. But when that change was made, it increased this man's assessment and it was on account of the increased assessment that he pulled out. He would have continued indefinitely under the other arrangement and it was just simply too much for him and it bears on the necessity of our giving close attention to keeping the cost of those small papers down to a point where we can hold them.”

When the matter was discussed further, the following day, W. H. Cowles brought out further points. He said: “I am very much interested in . . . the number of small papers we are losing, and as to the number of papers that we have, both pony papers and leased wire papers, as compared with the number of papers that the United Press has. My interest is based on this idea: that it is in the smaller leased wire papers, and pony papers that we are vulnerable. A statement has been made here today that the United Press has more pony papers than we have and also the statement was made the other day that they have about the same number of . . . leased wire papers that we have. Now, if that be true, it seems to me that is a situation that demands very careful consideration by the directors, and for this reason that if they are gaining on us in numbers of these smaller papers it is only a question of time when they begin to get some of our bigger papers. Furthermore, the more papers they have the cheaper service they can render, and the lower price they can bid against us, and the fewer papers we have the higher the assessment our members will have to pay.”

Twenty-four years later, in 1936, positive recognition was given to the interests and importance of newspapers published in smaller

cities by increasing the number of board directors to eighteen. It was specified that at least three of the directors "shall each own or represent a newspaper published in a city of less than 50,000 population, according to the last U.S. census, which newspaper shall not be owned, controlled or operated by or affiliated with, any newspaper or owner of a newspaper published in a city of more than 50,000 population."\*

The less widely circulated newspapers realized that W. H. Cowles was one of those who helped give them a place in the sun. Josh L. Horne, publisher of the *Evening Telegram*, Rocky Mount, North Carolina, said: "Back in 1914, it was his appreciation of our difficulty that helped upwards of a dozen small Tar Heel publishers into Associated Press membership. I happened to be one."

In the early years Associated Press service was confined to news dispatches. The opinion prevailed that gathering and distributing news pictures was not a proper activity for The Associated Press. W. H. Cowles was among the very first to recognize that pictures are legitimate news. A decade before pictures were adopted as a regular feature of The Associated Press service he outlined what seemed to him to be the advantages of such a service. He met with not a little opposition from more conservative members of the Board. At the directors' meeting in October, 1916, he said: "Now I do not claim to have worked out this idea of a picture service, and I am not prepared to assert that it is practicable, but I do think it is worth considering because it seems to me that it would be of great value to the majority of papers in the Association. I think it would add to the value of membership. I believe once the papers understood it and what it meant, we would find as large an approval of such service as has been shown of the mail service which is of comparatively recent creation."

One member of the Board commented, "Of course this would necessitate considerable expense." The idea had the support of influential directors. Adolph Ochs moved "that the General Manager be requested to investigate the matter and report at the December meeting." Frank B. Noyes commented: "I think, taken in connec-

\*Thirty-seventh *Annual Report of The Associated Press*, 1937, p. 23.

tion with the membership obligation, we could get members to supply photographs in the different places.”

“I was talking the other day about a photograph we had in our office that I think most papers would have been glad to get,” W. H. Cowles said. “It was a picture of an automobile in a race making a jump of twenty-five feet in the air. The machine jumped just in the course of the race and the camera caught it while in the air. . . . This picture I have described would not have cost anything. There must be thousands of similar pictures that would cost nothing.”

“Then it would be a thing, I fancy, that would grow,” Melville Stone said. “We have men in China, in Greece, in Japan and all over the world who are capable of taking photographs and sending them here. In fact I receive a great many now and they are simply wasted.”

President Noyes put the question: “Those in favor of the motion to instruct the General Manager to make a report on the general subject of a picture service at the December meeting, please say Aye.” The motion prevailed.

At the time the idea was daring. It had to be sold to the membership. During the discussion at the Board meeting, W. H. Cowles touched on this phase of the problem. He said, “If it is brought up at the annual meeting (of the AP membership) it will be voted down. Unless a practical plan can be offered here it will be voted down. I am sure a great many members would be opposed to it at first, as they are to almost every innovation, until it is thoroughly discussed and understood.” These words were prophetic. When a news photo service was first suggested at an annual meeting of The Associated Press membership, it was, in fact, decisively voted down. It took ten years for the idea to gain general acceptance. Kent Cooper, who became general manager in 1925, strongly backed the idea and in 1926 a mail news photo service was established by The Associated Press. Results justified the vision of those who had advocated pictures as part of the AP service years before. The AP’s news photo service made a hit, was expanded, and, beginning with the year 1935, news photographs were sent by wire. Newspaper readers could now see the news on the same pages that they read about it.



Some of the incidents at the directors' meetings were as dramatic as any reported in news dispatches over the AP leased wires. One stirring episode centered around a conflict between two of the nation's biggest men: Melville Stone, the mutual's general manager, and Frank B. Kellogg, who had been appointed by President Theodore Roosevelt in 1906 as special Assistant Attorney General to conduct the government's case against the Standard Oil Company under the Sherman Antitrust Act. Already prominent in the first decade of the century, still greater fame was ahead for Kellogg. In 1912 he became head of the American Bar Association; in 1917 he took his seat as a United States senator from Minnesota. Calvin Coolidge appointed him Ambassador Extraordinary and Minister Plenipotentiary to Great Britain in 1924 and the following year made him Secretary of State. He gave his name to the Kellogg-Briand peace pact, won the Nobel Peace Prize, won the Grand Cross of the Legion of Honor from France, won many other honors. During the antitrust litigation, in a letter to George Thompson, dated New York, October 29, 1908, Kellogg wrote:

I am very busy these days taking testimony in the Standard Oil case. Melville E. Stone is controlled absolutely by the Standard Oil people. He will not, of course, send out any reports of the testimony that he is not obliged to, at least that is my opinion from all I have seen. . . . It is astonishing that any concern can control the Associated Press.

When the letter was printed many believed it was justified. Melville Stone personally was in a tough spot, the AP itself under a shadow. The Board of Directors appointed a five-man committee, with Oswald G. Villard as chairman, to investigate the charges and all that was back of them. It was made up of nonboard members of the AP, some of whom personally disliked Stone. The investigation took almost a year. When the committee called on Kellogg he denied writing the letter in question but, shown the original, reluctantly admitted he had done so. The committee's report upheld the integrity of The Associated Press and termed the government attorney's attack on Melville Stone "inexcusably reckless and unwarranted."

At the meeting of the AP's Board of Directors, April 22, 1912, the following conversation took place (from verbatim report).

MR. COWLES: My impression on reading that report originally was that it was a tremendous vindication of the Associated Press and of Mr. Stone.

MR. LAWSON: And from an unfriendly source?

MR. COWLES: And from an unfriendly source. I thought it was the strongest formal document I had ever read in connection with the whole dispute, the strongest vindication and endorsement that I ever read concerning the Associated Press, the Service.

Stone was present to hear that statement. He notified the directors that he intended to sue Kellogg for libel.

At the directors' meeting four days later, the general manager again faced the publishers—one can imagine with what triumph and relief—and said, simply: "Mr. Kellogg has just delivered this to me." He referred to a letter in his hand addressed to "Melville E. Stone and the Associated Press." The letter, signed by Kellogg, quoted what the future Secretary of State had written in his letter to Thompson, then went on:

At the time I wrote that statement I felt I was justified in making it. I have since made further investigation and am now satisfied I was mistaken and was not justified in making the implication upon the integrity of the Associated Press or its general manager. I wish, therefore, in justice to you both, to withdraw the accusation and to express my sincere regret that I was ever betrayed into what I now believe was an act of injustice.

Thirty years later, in Franklin Roosevelt's administration, The Associated Press was defendant in an antitrust suit as the Standard Oil Company had been in Theodore Roosevelt's administration. It was filed August 28, 1942. Under the title: "Suit Strikes at Press Independence," *The Spokesman-Review* commented:

Shall the newspapers which are members of the Associated Press be published in the interest of their readers or in the interest of the political party which happens to be in power? We believe that is the issue raised in the suit brought by the government against the Associated Press.

We believe the immediate purpose of the suit is to force that cooperative news gathering organization to grant membership to Marshall Field's Chicago Sun in hope that it will enable that pro-administration paper to compete more successfully with the anti-administration Chicago Tribune. . . .

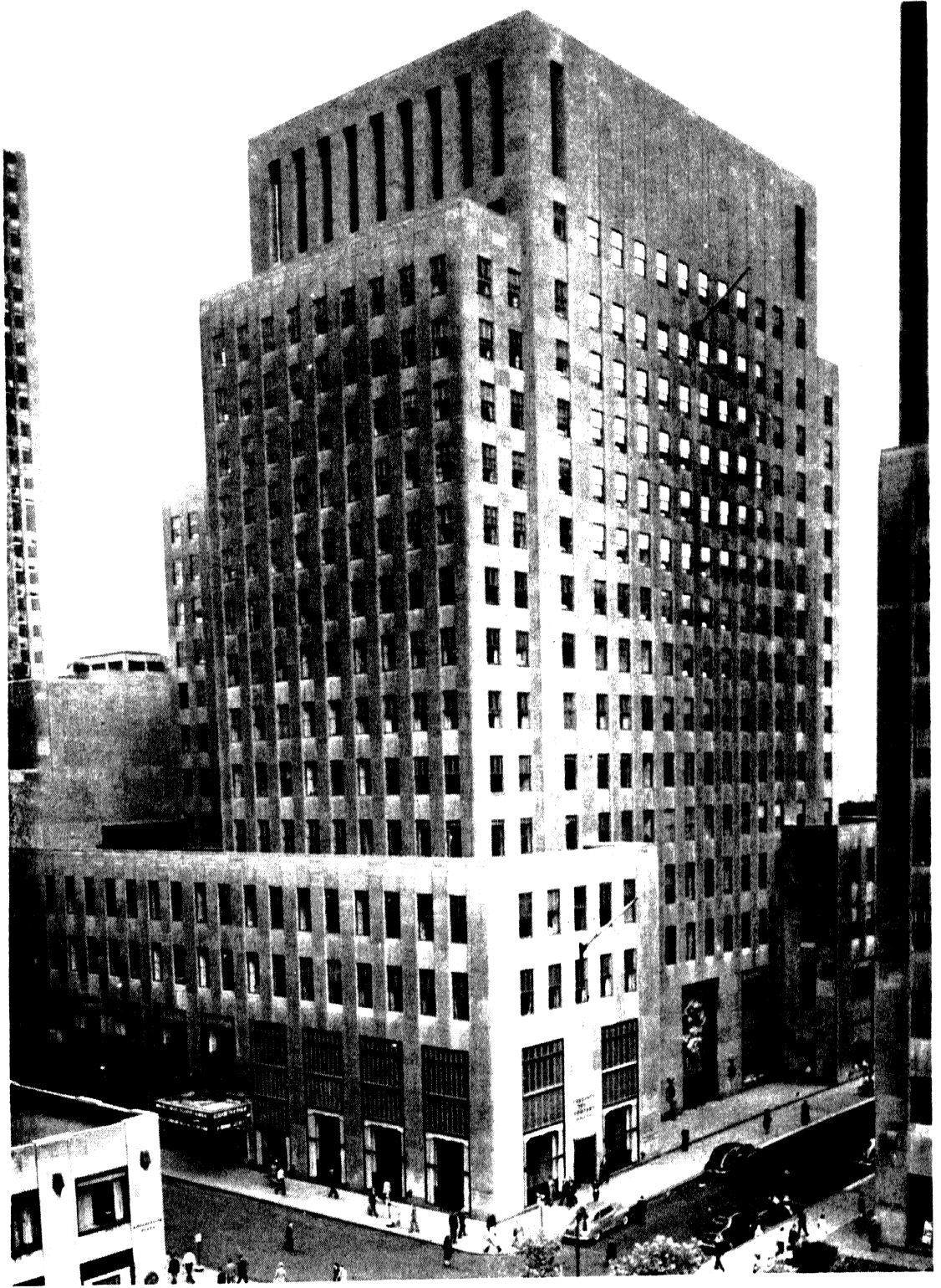
The Chicago Tribune has had many competitors in the morning field since it was established which failed despite the fact that they held membership in the Associated Press. . . .

These papers did not fail because of lack of financial support or equality of news service. They failed because they lacked the managerial ability to win and hold reader preference upon which newspaper success depends.

A special three-judge Federal court ruled against The Associated Press. Although then not in good health, W. H. Cowles attended a meeting of The Associated Press Board of Directors in New York in January, 1944. At this meeting the directors decided to appeal to the Supreme Court of the United States. That tribunal upheld the verdict of the lower court.

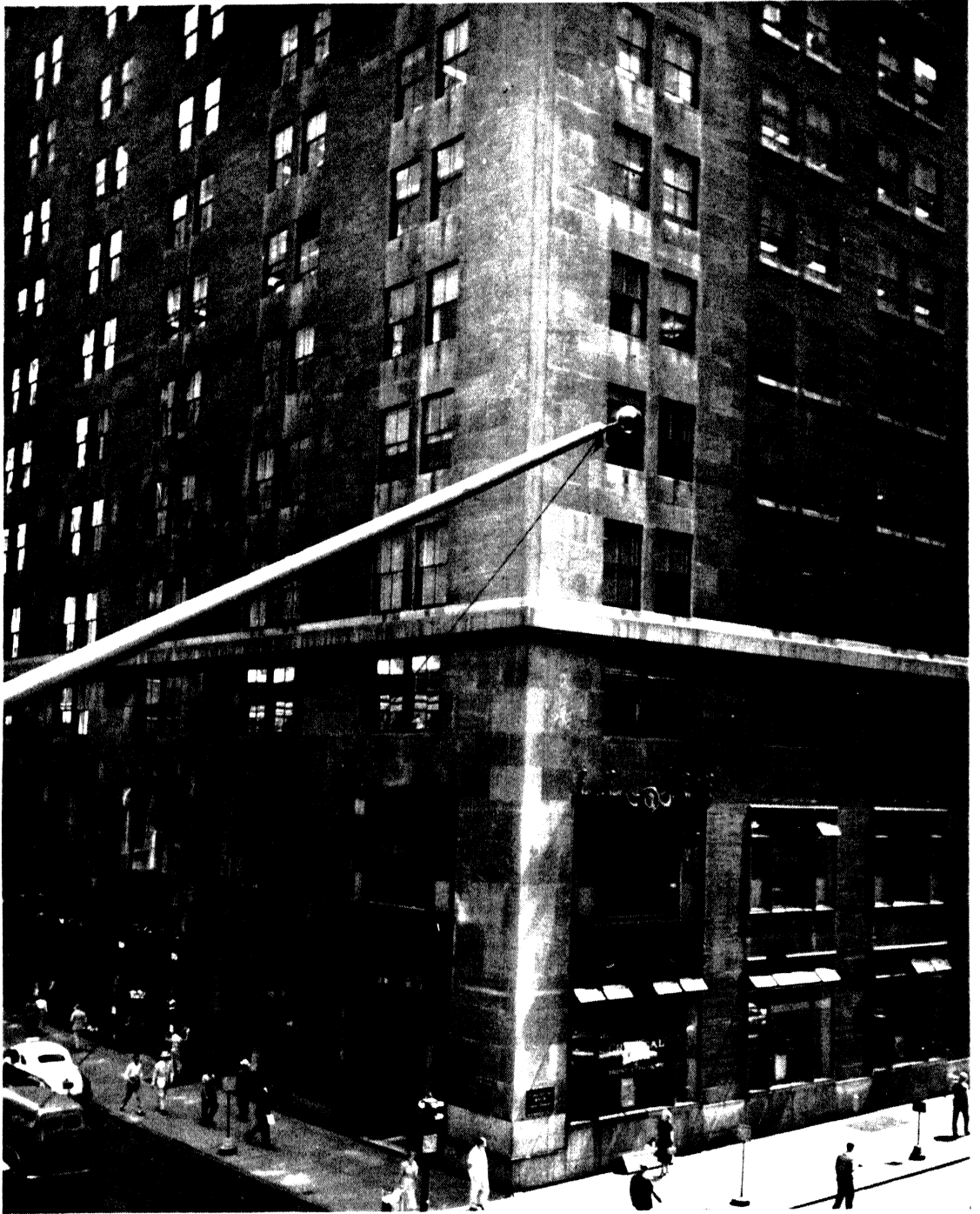
Between meetings of AP directors the Spokane member studied AP dispatches closely, noting departures from a perfect score as regards accuracy, impartiality, and news treatment. Miscues were pointed out to Kent Cooper, general manager. W. H. went gunning for *misused words*: “infer” for “imply,” “comprise” for “compose,” “rebuke” for “criticize,” “barnstorming” for “traveling over”; *inaccurate statements*: as “unprecedented” for an event that had happened once before; “wealthiest woman in the country” for one in modest circumstances; “federal army of prohibition agents” for a group numbering two thousand; “few Republicans left” (in Congress, 1934) when actually there were around one hundred. He objected to *statements subject to misinterpretation*: in an article dealing with the Distilled Spirits Institute, the author should have made it clear that this was an organization of liquor dealers, not a government institution; to *anonymous comment*: “Someone suggested that Allred [attorney general of Texas] had his eye on the governorship in filing the suit”; the *use of words not understood the country over*: as, for example, football teams’ nicknames (“Hoosiers crimp Wildcat style”).

*The Spokesman-Review’s* publisher was anxious that care be taken to give each side in a controversy the opportunity to state its case. During national prohibition he wrote the AP’s general manager:



### PRESENT HOME OF THE AP

The fifteen-story Associated Press Building in the Rockefeller Center group of structures off midtown Fifth Avenue, New York City. A long-cherished dream for special AP headquarters was realized when this building was occupied.



### HOME OF THE AP FOR FOURTEEN YEARS

General offices of The Associated Press were located in this building at 383 Madison Avenue, New York, from March 2, 1924, to the Christmas season, 1938, when the move of six blocks was made to the building pictured on the preceding page.



## FIRST BUILDING OCCUPIED BY THE ASSOCIATED PRESS OF NEW YORK

Located here after it started service under its present charter in 1900. In these early days a cable car ran in front of the building, located at 195 Broadway, and there were horse cars on near-by Fulton Street. From here the AP moved to 51 Chambers Street, New York.



ASSOCIATED PRESS BOARD OF DIRECTORS—OCTOBER, 1912

Seated, left to right: A. C. Weiss, *Duluth (Minn.) Herald*; Charles A. Rook, *Pittsburg Post-Dispatch*; William H. Cowles, *The Spokesman-Review*; Samuel Bowles, *Springfield (Mass.) Republican*; Valentine S. McClatchy, *Sacramento Bee*; Adolph S. Ochs, *New York Times*; Herman Ridder, *New York Staats-Zeitung*; Charles W. Knapp, *St. Louis*

*Republican*; Frank B. Noyes, *Washington Star*; Victor Lawson, *Chicago Daily News*; Charles H. Clark, *Hartford Courant*; William R. Nelson, *Kansas City Star*; Thomas G. Rapier, *New Orleans Times-Picayune*; William L. McLean, *Philadelphia Bulletin*; Clark Howell, *Atlanta Constitution*. Standing: Melville E. Stone, secretary of the Board; Frederick R. Martin.



ASSOCIATED PRESS BOARD OF DIRECTORS—APRIL, 1927

Seated, left to right: Adolph S. Ochs, *New York Times*; Frank B. Noyes, *Washington Star*; Melville E. Stone, counselor; Frank P. MacLennan, *Topeka State Journal*. Standing: E. H. Baker, *Cleveland Plain Dealer*; William H. Cowles, *The Spokesman-Review*; Stuart

H. Perry, *Adrian (Mich.) Telegram*; Robert McLean, *Philadelphia Bulletin*; J. R. Kiland, *Oakland Tribune*; Colonel Robert R. McCormick, *Chicago Tribune*; J. R. Fwood, *Kansas City Star*; E. Lansing Ray, *St. Louis Globe-Democrat*; B. H. Anthony, *Bedford (Mass.) Standard*; Richard Hooker, *Springfield (Mass.) Republican*.





ASSOCIATED PRESS BOARD OF DIRECTORS APRIL, 1932

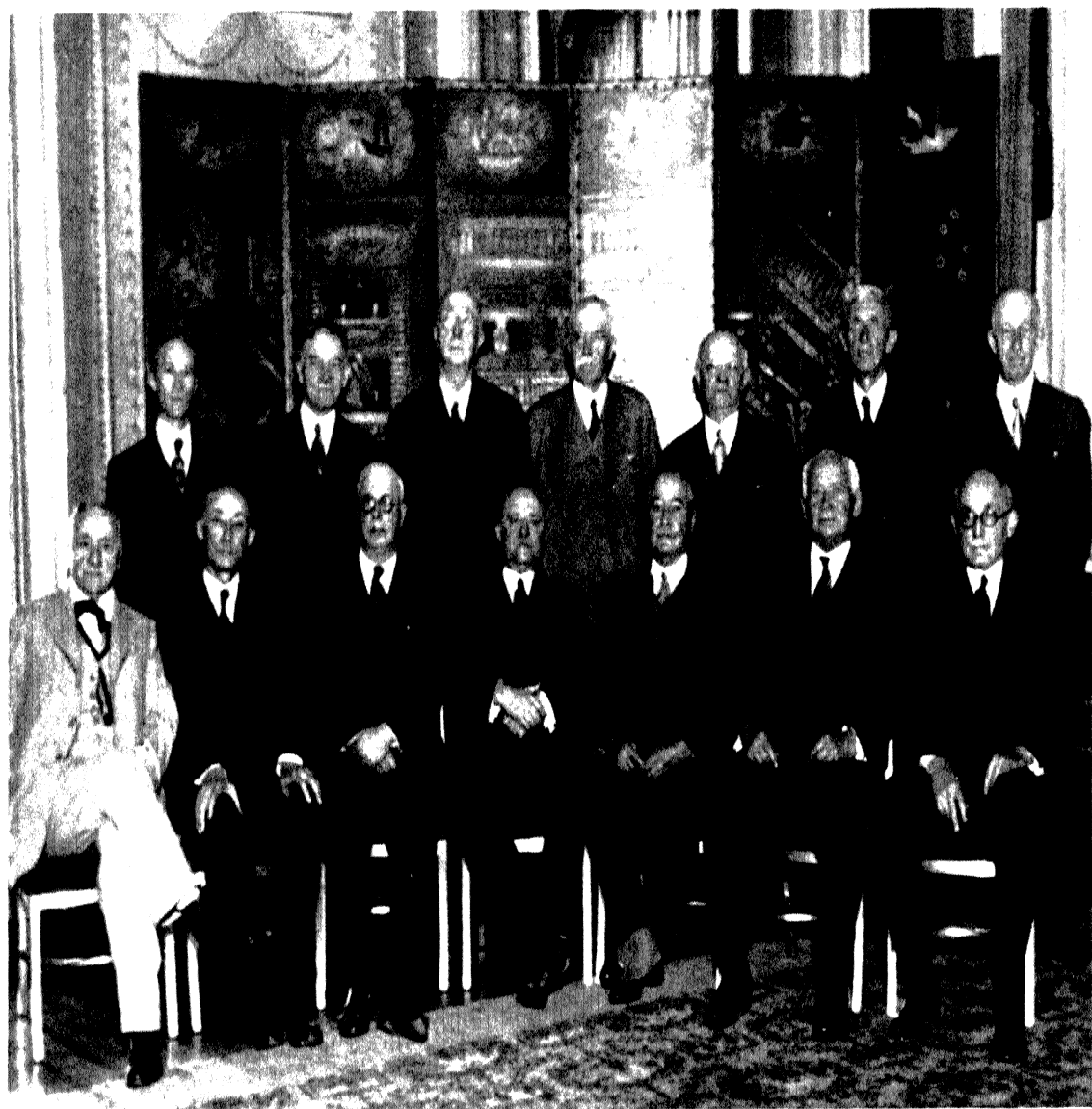
Seated, left to right: Frank P. MacLennan, *Topeka State Journal*; E. Lansing Ray, *St. Louis Globe-Democrat*; William H. Cowles, *The Spokesman-Review*; Frederick I. Thompson, *Mobile Register*; Frank B. Noyes, *Washington Star*; Frederick E. Murphy, *Minneapolis Tribune*; Elbert H. Baker, *Cleveland Plain Dealer*; Clark Howell, *Atlanta Constitution*; Adolph S. Ochs, *New York Times*. Standing, left to right: Stuart H. Perry, *Adrian (Mich.) Telegram*; Robert McLean, *Philadelphia Bulletin*; Richard Hooker, *Springfield (Mass.) Republican*; Robert R. McCormick, *Chicago Tribune*; J. R. Knowland, *Oakland Tribune*; Paul Patterson, *Baltimore Sun*.



ASSOCIATED PRESS BOARD OF DIRECTORS—APRIL, 1939

From left to right: Frank E. Gannett, *Rochester Times-Union*; George B. Longan, *Kansas City Star*; Paul Bellamy, *Cleveland Plain Dealer*; Houston Harte, *San Angelo (Tex.) Standard*; Paul Patterson, *Baltimore Sun*; Clark Howell, *Atlanta Constitution*; Frederick E. Murphy, *Minneapolis Tribune*; William J. Pape, *Waterbury (Conn.) Republican*; Josh

L. Horne, *Rocky Mount (N.C.) Telegram*; L. K. Nicholson, *New Orleans Times-Picayune*; Robert R. McCormick, *Chicago Tribune*; William H. Cowles, *The Spokesman-Review*; E. Lansing Ray, *St. Louis Globe-Democrat*; Frank B. Noyes, *Washington Star*; Robert McLean, *Philadelphia Bulletin*; J. R. Knowland, *Oakland Tribune*; Stuart H. Perry, *Adrian (Mich.) Telegram*; John Cowles, *Des Moines Register and Tribune*.



### CHARTER MEMBERS OF THE ASSOCIATED PRESS

These members of The Associated Press of New York, as organized in 1900, were present at the annual meeting of the AP on April 22, 1935. Frank B. Noyes, president, praised fellow members in the group for their contribution to the organization.

Seated, left to right: Josephus Daniels, *Raleigh (N.C.) News and Observer*; J. C. Seacrest, *Lincoln (Neb.) State Journal*; Gerrit S. Griswold, *Batavia (N.Y.) News*; Clark Howell, *Atlanta Constitution*; Frank B. Noyes, *Washington Star*; Dietrick Lamade, *Williamsport (Pa.) Sunday Grit*; William H. Cowles, *The Spokesman-Review*. Standing, left to right: F. A. Miller, *South Bend (Ind.) Tribune*; Theodore Bodenwein, *New London (Conn.) Day*; S. E. Hudson, *Woonsocket (R.I.) Call and Evening Reporter*; F. B. Nichols, *Bath (Maine) Times*; A. N. Liecny, *Schenectady (N.Y.) Gazette*; Kelton B. Miller, *Pittsfield (Mass.) Berkshire Eagle*; William Rice, *Houghton (Mich.) Mining Gazette*.



WILLIAM H. COWLES

When this picture was taken, in 1931, the publisher of *The Spokesman-Review* could look back on forty years' experience with newspaper publishing in Spokane, twenty years as a director of The Associated Press.



Sheet 2 Chicago--(Telegraphic picture)

B 5 C X 20 A 5 C 3 R 9 C 6 B 3 C 5 A K 2 C 10 A B 7 C X 21 A 2 B 2 C  
 4 A 6 C 1 B 1 C 3 6 2 C B 7 A C 2 B 10 A 0 C X 21 A 2 B 2 C 4 A 3 C 9 B  
 2 C 10 A 0 C 2 B 6 A 2 B 5 C X 20 A 3 C R C 3 A 14 B 12 A C R B 6 A B B  
 7 C X. 19 A 4 C 8 C 4 A 11 B 14 A C 2 B 4 C 2 B 6 C X 20 A 3 C B C  
 30 A C 2 B 3 A 3 B 8 C X 20 A 6 C 5 A 4 B 8 A C 4 B 4 8 7 C X 21 A  
 6 C 14 A 7 B 10 A C 2 B 6 A 6 C 22 A 5 C 2 B 4 C 3 A 3 B A 6 B 1 C 11 A

Sheet 3 Chicago--(Telegraphic Picture)

7 C 6 A 6 B X 3 B A B 9 A B 9 C 3 B 2 C 2 B 5 A 5 C 6 A 6 B X.

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5:45 Pm.

PORTRAIT SENT BY TELEGRAPH IN 1910

The above portrait of John D. Rockefeller, Sr., sent by telegraph, appeared in *The Spokesman-Review* of August 12, 1910. Although crude, it foreshadowed the regular Wirephoto service of The Associated Press, inaugurated January 1, 1935. The AP's picture-sending device, perfected by Bell Telephone technicians, utilized the photoelectric cell in transferring wire signals to sensitized photographic film. An example of an early Wirephoto is shown on the opposite page.



PORTRAIT SENT BY WIREPHOTO IN 1939

Marking great forward strides in the sending of news pictures over great distances is the portrait reproduced here. This was the second Associated Press Wirephoto received by *The Spokesman-Review* on a newly installed Wirephoto receiving cabinet in its own plant. The picture was taken in Washington, D.C., September 3, 1939, and, with the advantage of time difference, was printed in *The Spokesman-Review* that same day. The man with the paper?—the French ambassador, Count de St. Quentin.



I think it would not be improper for the AP reports in each instance when giving the stories of those arrested by government officials to give at the same time the statements of the arresting officer.

In August, 1942, the Spokane member of the AP Board wrote Kent Cooper:

I enclose a clipping of a dispatch, dated August 9, published in the Chicago Tribune, regarding Hamilton Fish and Wendell Willkie.

There have been in our AP report a number of news items quoting Willkie and others, attacking Fish. I have been conscious of these, but I have not seen in our AP report a statement by Fish to the effect that he had voted in favor of appropriations for the army, navy and air force, and had sponsored in 1939 a bill to bar scrap iron shipments to Japan.

Also enclosed are the AP dispatches of August 9 on this subject which we received here. You will note that these do not cover Fish's defense of his own record. (We found nothing on this matter in our AP reports of August 8 and 10.)

Should not our AP report have contained the facts stated by Fish in his own defense, as well as the charges made by Willkie?

I realize that in an intense political campaign it is sometimes difficult to make the AP report a balanced one. But it usually is balanced.

W. H. suggested that, when practical, the AP give the authority for statements made in its dispatches.

"In our local police reporting," he said, "we do make a practice here of quoting individual officers—to insure, as far as we can, their giving us information accurately."

The personnel of the AP's offices in New York received the Spokane director's suggestions and criticism in the spirit in which they were given. The good of the service was the major consideration. Usually the Spokane director's points were so well made that their correctness was readily acknowledged by the AP executive who answered. But sometimes there was an emphatic comeback. When the Spokane publisher found he was in the wrong he was big enough to acknowledge it with a statement like: "I have been trying to check those stories in every case with the AP report, but I slipped up on this one."

After the election of W. H. Cowles as an AP director, the passing years brought many changes in the AP's Board. Succeeding those who died, resigned, or whose terms expired, the following publishers were elected:

During the first ten years that W. H. Cowles was on the Board: Charles A. Rook, *Pittsburg Post-Dispatch*; Frederick Roy Martin, *Providence* (Rhode Island) *Journal*; Samuel Bowles, *Springfield* (Massachusetts) *Republican*; R. M. Johnson, *Houston Post*; W. Y. Morgan, *Hutchinson News*; D. E. Town, *Louisville Herald*; Oswald Garrison Villard, *New York Evening Post*; Elbert H. Baker, *Cleveland Plain Dealer*; John R. Rathom, *Providence Journal*.

The second decade brought Frank P. MacLennan, *Topeka State Journal*; H. V. Jones, *Minneapolis Journal*; D. D. Moore, *New Orleans Times-Picayune*; E. Lansing Ray, *St. Louis Globe-Democrat*; Frederick I. Thompson, *Birmingham Age-Herald*; Stuart H. Perry, *Adrian Telegram and Times*; B. H. Anthony, *New Bedford Standard*; J. R. Knowland, *Oakland Tribune*; Robert McLean, *Philadelphia Bulletin*; Walter A. Strong, *Chicago Daily News*; Richard Hooker, *Springfield* (Massachusetts) *Republican*; Robert R. McCormick, *Chicago Tribune*.

The third ten years brought Frederick E. Murphy, *Minneapolis Tribune*; Paul Patterson, *Baltimore Sun*; George B. Longan, *Kansas City Star*; L. K. Nicholson, *New Orleans Times-Picayune*; Victor F. Ridder, *New York Staats-Zeitung*; John Cowles, *Des Moines Register*; Paul Bellamy, *Cleveland Plain Dealer*; Frank E. Gannett, *Rochester* (New York) *Times-Union*; Josh L. Horne, *Rocky Mount* (North Carolina) *Evening Telegram*; Houston Harte, *San Angelo Standard*.

In the early forties came Harry J. Grant, *Milwaukee Journal*; E. H. Butler, *Buffalo News*; E. K. Gaylord, *Oklahoma City Oklahoman*; Jerome D. Barnum, *Syracuse Post-Standard*; George F. Booth, *Worcester Telegram*; Roy A. Roberts, *Kansas City Star*; Arthur Hays Sulzberger, *New York Times*; James E. Chappell, *Birmingham Age-Herald*; O. S. Warden, *Great Falls Tribune*.

During the thirty-three years W. H. Cowles served on the AP Board he was associated with fifty-six different publishers as fellow members. These men became AP directors because of their outstanding qualities as journalists. Their combined experience in newspaper publishing was exceedingly wide. In his contacts with them, did the Spokane publisher gain usable ideas of value for his



own newspaper? It seems a fair deduction that he did and that *The Spokesman-Review* became a better newspaper because of its publisher's associations on the AP Board.

With the passing years bonds between the members of the Board strengthened. Adolph S. Ochs and W. H. Cowles were great friends, had a profound admiration for each other. Frank Noyes loved and respected his colleague from the Far West and the feeling was mutual. The age differential changed: now the majority of the Board were younger than the Spokane publisher. The younger men appreciated his geniality, wisdom, understanding, enjoyed the little chats they had with him.

W. H. Cowles was elected second vice-president of The Associated Press in 1937 for a one-year term and in 1938 was elected first vice-president for a one-year term.

The Spokane publisher's long services as director of The Associated Press came to an end in April, 1944. Re-elected for the eleventh time in 1942, his term would not expire until April, 1945, but failing health, he thought, put an obligation upon him to resign. He felt that the AP members could elect as his successor a director who could represent the Pacific Northwest states better than he could. With the exception of Frank B. Noyes, he was the only member then still on the Board among the fifteen who constituted its membership back in 1911. Only three directors had served for a longer period: Frank B. Noyes, Adolph S. Ochs, Clark Howell.

On March 24, 1944, the publisher of *The Spokesman-Review* wrote Robert McLean, president of The Associated Press: "Please present my resignation to the board, to take effect April 24, 1944."\*

At the April 19 meeting the Spokane director spoke briefly and explained the causes and necessity of his action. This elicited comments from Paul Bellamy, publisher of the *Cleveland Plain Dealer* (son of the author of *Looking Backward*), and from Frank B. Noyes, *Washington Star*, Joseph R. Knowland, *Oakland Tribune*, Paul Patterson, *Baltimore Sun*.

Mr. Bellamy said the decision of Mr. Cowles to resign would be profoundly regretted by every member of the Board.

\*Forty-fourth Annual Report of The Associated Press, 1944, pp. 11-12.

MR. NOYES: As Mr. Cowles' oldest colleague I know that he always has been a great asset to this Board of Directors and has given his time and energy unstintingly.

MR. KNOWLAND: I know that he will be missed by every member on the Pacific Coast.

MR. PATTERSON: Also on the Atlantic Coast.

Moved by Mr. Bellamy, seconded by Mr. Perry that the Board adopt the following resolution:

“RESOLVED that the Board of Directors accept with reluctance and regret, the resignation of W. H. Cowles. For a third of a century as a member of the Board he has given the Associated Press devoted and efficient service. No member of the Board has had a more clear and just understanding of the fundamental principles governing the organization and its duties to the public. His service has been particularly valuable because it was rendered during a period of great expansion in the membership and activities of the organization; and nowhere has that expansion been more marked than in the Pacific Northwest, for which he has spoken with such knowledge and authority. All members of the Board unite in extending to Mr. Cowles their best wishes and affectionate regards.”

President McLean said: “I put the question with regret.” The motion was adopted. The directors turned their attention to other matters, a communication from Marshall Field, accounts of the Employee Benefit Fund, expenses in connection with the government suit against The Associated Press, appointment of a committee to draft the annual report to the membership.

Elected as AP director to fill out the one-year unexpired term of W. H. Cowles was forty-seven-year-old Palmer Hoyt who had, the previous year, become publisher of the *Portland Oregonian* after a meteoric rise from the position of copyreader on that newspaper. Publisher and editor of the *Denver Post* since 1946, Hoyt has twice been re-elected AP director for three-year terms.

## CHAPTER XXIII

### Summing Up

WITH THE passing years *The Spokesman-Review* gained a national reputation as an outstanding newspaper. It was so recognized by *Editor & Publisher*, trade paper of the newspaper industry, by schools of journalism, by other newspapers, by writers.

An example of *The Spokesman-Review's* standing in its own industry is a statement made by Colonel Franklin Knox, one of Theodore Roosevelt's Rough Riders in the Spanish-American War, Republican nominee for Vice-President in 1936, Secretary of the Navy during World War II, publisher of the *Chicago Daily News*.

Colonel Knox came to the defense of the Press when Edwin A. Filene, Boston merchant and philanthropist, made the following statement:

In America, at least theoretically, the people rule—and yet, in a great national crisis in which our national administration, working for the better distribution of wealth, has somehow come into conflict with the great financial and business interests, it turns out that our newspapers—the very source of the average voter's information and education—are usually owned and controlled by the same special interests.\*

In reply to this statement Colonel Knox said:

In his home city of Boston does Mr. Filene allege that the Taylors of the *Globe*, Mr. Grozier of the *Post*, and Mr. Hearst of the *American* and *Record* are pulling chestnuts out of the fire for special interests?

In New York does Mr. Filene indict Arthur Sulzberger and Colonel Julius Adler of the *Times*, William Dewart of the *Sun*, Ogden Reid of the *Herald Tribune*?

Does he think that Bob McLean of the *Philadelphia Bulletin*, Jack Martin of the *Public Ledger*, or Charles Tyler of the *Philadelphia Inquirer*, would accept dictation from the interests?

Let Mr. Filene but call the roll of the outstanding newspapers the country over—the *Sun* of Baltimore, the *Star* and *Post* of Washington, the *Buffalo News*, the *Detroit News* and *Free Press*, the *Plain Dealer* of Cleve-

\*George Seldes, *Lords of the Press* (New York, 1938), pp. 180-81.

land, the *Times-Star* and *Enquirer* of Cincinnati, the *Chicago Tribune* and the *Chicago Daily News*, the *Milwaukee Journal* and *Minneapolis Journal* and *Tribune*, the *Pioneer Press* of St. Paul, the *Omaha World*, the *Kansas City Star*, the *Los Angeles Times*, the *San Francisco Chronicle*, the *Seattle Times*, the *Portland Oregonian*, the *Spokesman-Review* of Spokane to name but a few of them—does Mr. Filene contend that these great newspapers are owned or controlled by the “special interests”?

He surely knows that there are no newspapers more completely independent of any form of financial duress than those included in the great Hearst, Scripps-Howard, Block and Gannett chains and the Booth group here in Michigan.

“Great newspapers,” “outstanding newspapers” are the phrases used by Colonel Knox to describe the dailies referred to.

Among statements made about W. H. Cowles, following his death, were these:

*New York Times*: “Mr. Cowles was recognized as a power in the Northwest, especially because of his *Spokesman-Review*, which is noted for its editorial and typographical excellence.”

*Chicago Tribune*: “Throughout his publishing career he adhered to one policy—print all the news of importance, print it fully, and print it regardless of editorial policy.”

*Olympia* (Washington) *Olympian*: “As a newspaper publisher, Mr. Cowles fought against discriminatory practices injurious to the Northwest, he inspired faith in the future of this region, and he vigorously assailed any movement that threatened to impair or destroy the traditional form of American government. The State of Washington has lost a man to whom it owes much.”

*Bellingham* (Washington) *Herald*: “For more than half a century Mr. Cowles had published the *Spokane Spokesman-Review* which was synonymous with the *Inland Empire*, whose spectacular growth it paralleled, and to which *The Spokesman-Review* and allied publications had contributed beyond measure.”

*Portland Oregonian*: “William H. Cowles was a shrewd, gifted and enterprising journalist.”

*Seattle Times*: “W. H. Cowles was a rare genius in his vocation.”

*Wenatchee Daily World*: “The northwest lost a great citizen

Tuesday with the death of William H. Cowles, publisher of The Spokesman-Review. . . . The newspaper in Spokane under his leadership has represented sterling Americanism, integrity of character, and clean straightforward journalism. Often it tackled issues which were not exactly popular, but they represented the highest ideals of life and living and community progress. Many a young newspaperman looked up to W. H. Cowles for what he was—a representative of the highest type of journalism in America.”

The following message to the publisher’s son, dated January 22, 1946, came from the oldest labor union in Spokane:

Spokane Falls Typographical Union No. 193 feels deeply the loss of our good friend, your father, after half a century of most pleasant relations.

HERBERT H. HULT, *President*

ALBERT LESLIE, *Secretary*

Among those in a position to grasp the extent of W. H. Cowles’s contribution to his community was Roy R. Gill, who himself had done big things for his home town as president of the Spokane Chamber of Commerce, head of the Spokane Merchants Association, and as a private citizen. In a letter to James A. Ford, secretary-manager of the Spokane Chamber of Commerce, Mr. Gill wrote of W. H. Cowles:

He did more for the Spokane country than any other 10 men. He was always ready to do more than his share financially and personally for any worthy project. You and I know—probably better than most—how much he helped Columbia Basin—Freight Rates, etc., during their darkest periods. We could always depend on “W. H.” for financial aid and sound advice.

This tribute brings to mind what others who worked closely with the Spokane publisher said about him, such as the following statements quoted in earlier chapters: Spokane’s commercial association: “He was responsible more than any other man, for launching the Chamber of Commerce”; Aubrey L. White, about Pend Oreille State Park: “Mr. Cowles was the largest giver, the power behind the campaign”; Louis M. Davenport: “The Davenport Hotel never would have been built if it had not been for Mr. Cowles”; and Theo-

dore Roosevelt: “[I] wish to again express my appreciation for the great and patriotic work you are doing.”

His efforts for the preservation of the region’s timber resources were brought into the limelight when he received a commemorative script for forestry conservation, presented by the American Forestry Association.

Stephen B. L. Penrose, president-emeritus of Whitman College, Walla Walla, wrote of W. H. Cowles:

He became a trustee of Whitman college in 1899 and continued either in that capacity or as member of the Board of Overseers until his death, for although he presented his resignation as a member of the Board of Overseers in 1944, it was not accepted. . . . When Billings Hall was opened as a dormitory for boys, . . . he surprised me by writing that The Spokesman-Review would supply the table silver for the dining room.

In 1934 W. H. Cowles was awarded an honorary LL.D. from Whitman College. The chapter of Phi Beta Kappa at Whitman made him an honorary member.

Dr. E. O. Holland, president-emeritus of Washington State College, Pullman, wrote to W. H. Cowles, Jr., in January, 1946:

On two or three occasions when the functions and freedom of the State College of Washington were in jeopardy I turned to your father for help. At once he responded and saved this institution from serious harm.

Later in the year, following the death of Fred K. Jones, Dr. Holland stated further:

The alumni of Washington State College and the faculty have not forgotten how, over 20 years ago, the state legislature created a super-board for the five state institutions of higher learning. It was called the joint board of higher curricula, and under different circumstances it might have served the state effectively. But unfortunately it was used to threaten the organization and stability of the state college. On this board were three laymen, Judge W. H. Abel of Montesano, the late W. H. Wooten, Seattle, and Mr. Jones. These men successfully opposed efforts to restrict the curricula of the state college and they were ably supported by W. H. Cowles, Sr., and other members of the editorial staff of The Spokesman-Review. As a result the efforts to destroy the school of business administration of our institution were defeated. If their efforts had not succeeded, the efficiency of W.S.C. would have been weakened and practically at no saving to the taxpayers

of the state. Fortunately this super-board was abolished by the legislature of 1925.

For many years W. H. Cowles was a member of the board of the Roosevelt Memorial Association. Its trustees, January 20, 1947, adopted the following resolution: "A friend and loyal supporter of Theodore Roosevelt, Mr. Cowles made his great newspaper a weapon in the cause of progressive government and was a major factor in securing Mr. Roosevelt the electoral votes of the State of Washington in 1912."

Sumner Gerard, treasurer and trustee of the Committee for Constitutional Government, wrote of W. H. Cowles:

He exerted his influence in many directions besides giving moral and financial support to this committee's work. On his occasional visits to New York his personal comment was extremely helpful and guided committee decisions. His financial support was an important factor in the continuance of the committee's work.

In 1930 the publisher of *The Spokesman-Review* joined with the trustees of the Finch estate in a gift which made possible the construction of a \$125,000 civic building, home of the Spokane Chamber of Commerce and of the Inland Automobile Association. With his brother Alfred Cowles and sister Sarah Frances Cowles Stewart, he established the Alfred Cowles Foundation at Yale University as a memorial to their father. In 1945 he participated with his children in the financing of a library building at Whitworth College, Spokane, as a memorial to his wife. Frank Ferguson, former city editor of *The Spokesman-Review*, through routine contacts connected with his job, discovered that the publisher was contributing to a wide variety of worthy causes, including aid to many church denominations.

Various influences combined to inspire W. H. Cowles in his community service. While he was born the year after the death of Abraham Lincoln, he came under the influence of men who were close to the great Civil War President and who were dominated by the same ideals. He was associated with and molded by great journalists—Horace White, Joseph Medill, Harvey W. Scott, H. L. Pittock, Joseph French Johnson and by fellow members of The

Associated Press. Family influences were a tremendous factor in his career as with any man, but few can point to a father like Alfred Cowles, an uncle like Edwin Cowles, and a grandfather like Dr. Edwin Weed Cowles.

Edwin Cowles, publisher of the *Cleveland Leader*, died March 4, 1890, while the first issue of *The Spokesman* of Spokane Falls—the paper that marked the entry of W. H. Cowles into Western journalism—was being planned. It was almost as if the flaming torch Edwin Cowles had carried was being placed in the hands of his youthful nephew, Will Cowles!

Combined with all these factors was the injury suffered by W. H. Cowles as a boy. Disabled veterans and G.I. amputees can find inspiration in the life of *The Spokesman-Review's* publisher. Except for what Dr. John T. Bird, his personal physician, told him, this writer never would have known that when W. H. Cowles lost his left leg his right foot also was injured so badly as to require a physician's care throughout his life.

To the comment, "Mr. Cowles succeeded in spite of his handicap," Dr. Bird said positively, "He succeeded *on account* of it!" To a friend who accompanied the Spokane publisher to an appointment with a Chicago physician, in a rare moment of confidence, W. H. Cowles said: "Sometimes I am vexed and disturbed by my injury but then I'll come around to the realization that it is good for me."

Despite the fact that his infirmity caused him no little pain, the publisher asked for no special consideration on account of it. During a conference in a hotel a thoughtless associate unnecessarily led him up a long flight of steps to an upper level even though an elevator was handy, but W. H. smilingly kept up with his companion. But because he himself had suffered, he had lifelong sympathy for the person who had handicaps to overcome, whatever they might be, whether poverty, ill health, a crippling disease, or some other misfortune. His sympathy for the underdog, the underprivileged, the ill, and particularly for children, was a dominant trait in his makeup.

That W. H. Cowles would have left his mark on any community in which he made his home is unquestionable. That he chose



Spokane and the Inland Empire as his field of effort was their good fortune. Only fourteen years before he came to Spokane, residents of the district had sought protection on Havermale Island from warring Indians. Most of the district's phenomenal resources awaited development. Millions of acres of land within the area's boundaries were unsurveyed, awaiting settlement. Washington State College at Pullman, the University of Idaho at Moscow, Montana State University at Missoula had not opened their doors.

The coming of W. H. Cowles to this region was at a time when a man of his character, background, and experience was in a position to wield extraordinary influence on community development. Furthermore, his opportunities for service were greatly multiplied by the fact that he had a newspaper of steadily growing influence at his command. His opportunities for service were raised to a still higher power by the great forward strides in the newspaper industry during his half century as a newspaper publisher. These advances included improvements in the gathering and transmission of news, in newspaper presses, in typesetting machines, in engraving. They included the great growth in newspaper syndicates and inventions in the field of pictorial journalism such as Wirephotos. They encompassed the growth in advertising stemming from the invention and manufacture of new commodities. Revenue from advertising enabled *The Spokesman-Review* and other newspapers to expand their services, while the development of the automobile, together with a parallel growth in good roads, speeded the work of newspaper distribution.

W. H. Cowles was publisher, editorial director, and guiding genius of *The Spokesman-Review* for half a century. He built it up as one of the nation's most influential newspapers, widely read in a territory larger than New England. From April, 1911, for thirty-three years, he was a director of The Associated Press. He had an important part in developing and shaping the basic policies of that news-gathering co-operative during a critical and formative period in its history. In 1910, the year before W. H. Cowles was elected a director of The Associated Press, that news-gathering co-operative chalked up its fifth deficit in seven years. The director from Spokane

helped turn a money-losing enterprise into a financially sound one.

As newspaper publisher in a field of vast importance to the nation and as a director for the world's greatest news-gathering association, W. H. Cowles was in a position to—and did—profoundly influence his community and his times.

Few men were in as favorable a position to observe the work of W. H. Cowles, over a long period of time, as was Eric A. Johnston. He had been a carrier salesman and a high-school correspondent for *The Spokesman-Review*. When he entered business in Spokane he became a regular advertiser in its columns. During the two years he was president of the Spokane Chamber of Commerce he saw *The Spokesman-Review's* publisher frequently and discussed politics and community problems with him. He regarded the publisher as a sincere friend. With the advantage of this long association, and with the perspective given him by world-wide travel and acquaintance-ship, Mr. Johnston described his publisher-friend, after his death, as "a great American." Others who knew W. H. Cowles well will agree with this appraisal. Because of the qualities of his mind and heart, the onetime *Chicago Tribune* police reporter built *The Spokesman-Review* into a great newspaper and won for himself an enduring place in Western journalism's Hall of Fame.

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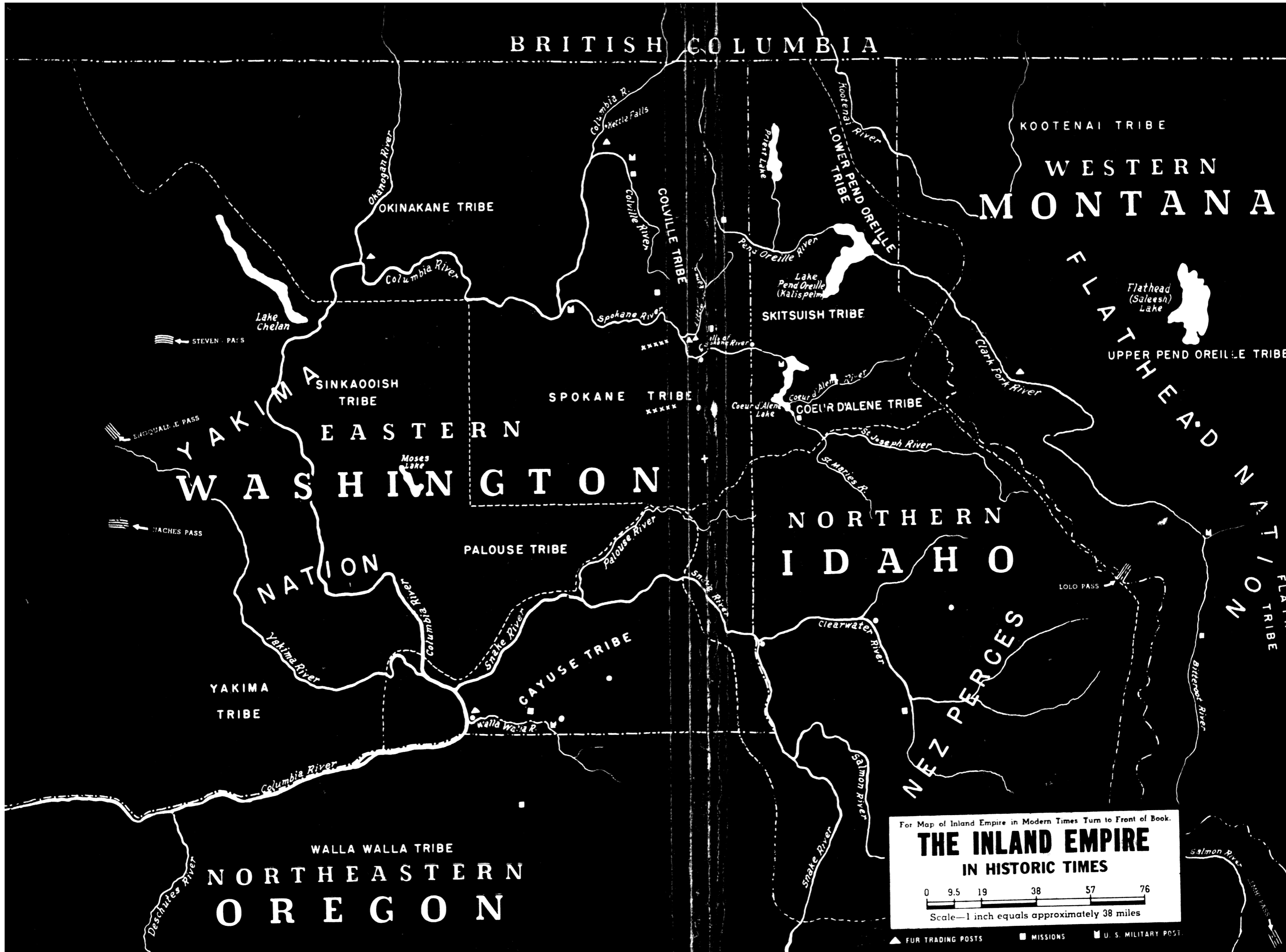
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