

Everybody's Magazine

American Modernist Concerns in
the Creative Content



1.

Introduction to *Everybody's*

- Published monthly in New York City from 1899-1929 by Wanamaker then Ridgway
- Journalism, fiction, images, and advertisements
- Series of muckraking articles called “Frenzied Finance” by Tom Lawson
- Authors such as Jack London, Theodore Dreiser, and Upton Sinclair
- Became a pulp magazine by 1927

Why Study a 20th Century Magazine?

- *Everybody's Magazine* provides a unique look at the interests and occupations of men and women in the early twentieth century
- Further, it gives insight into the concerns of writers and social activists of the time

American Modernism

- Artistic and cultural movement from beginning of twentieth century until start of World War II
- Marked by a self-conscious search for novelty still haunted by influence of precursors

Everybody's and American Modernism

The diverse short stories, articles, advertisements, and images in *Everybody's Magazine* reflect the concern of American Modernism with novelty and the haunting influence of the past

Redfern
**EVERYBODY'S
 MAGAZINE**



CONTAINS
 The First True
 Polar Voyage
 "Mormon Joe
 the Robber"
 The Laziest
 People on Earth
 Sixteen other
 Articles and Stories
 and
 121 Illustrations

THE NORTH AMERICAN CO., 74 East Ninth Street, New York

Entered at N. Y. Post-Office as Second Class Matter.
 Copyright, 1899, by The North American Co.

2.

1899 Volume 1 Issue 1

- First issue of the magazine – September 1899
- Published by John Wanamaker under the name of the North American Company
- Edited by Chauncey Montgomery M'Govern
- Emphasis on new technology, American industry, and camera pictures of American interests
- Nineteen articles and stories
- 121 illustrations
- Few advertisements

3.

“The Laziest People on Earth”

- Written by Etta Nauen as a journalistic account of the Toda people of Ootacamund, India
- Miniscule population but their culture studied by anthropologists and linguists since early 1800s
- Examination of an exotic, foreign people who practice polyandry (one woman marries all brothers of family)
- Pastoral, agricultural, lazy, peaceful, fearless people
- Reports on their birth, marriage, livelihood, religious, and death customs
- Toda people presented as “other” for an American audience captivated by the exotic



THIS IS A TODA MAN. THE TODAS LIVE IN INDIA, AT A PLACE CALLED OOTACAMUND, WHICH IS THE SUMMER HEADQUARTERS OF THE GOVERNOR OF MADRAS.



4.

“The Art of the Camera”

- Journalistic piece written by Roderick Grey to help amateur photographers sell their pictures
- Increasing popularity of magazines with pictures
- Accessible camera technology and technique advice
- “The advent of the illustrated magazine has furnished the amateur photographer with a splendid market for his triumphs.”
- Encouragement to pursue photography as a full-time profession by selling to advertisers and magazines.
- Example photographs



1.

1911 Volume 24 Issue 3

- Close to midpoint of the magazine's life – March 1911
- Published by E. J. Ridgway under the name of the Ridgway Company
- Edited by John O'Hara Cosgrave
- Height of magazine's success – over 500,000 copies in circulation and led American general monthlies in its volume of advertising
- Eighteen articles and stories
- Illustration to accompany most submissions
- Notable amount of advertisements



5.

“Cortina-Phone”

- Advertisement for the Cortina-Phone Method of language learning
- Cortina Company by Professor Cortina in 1882
- First to utilize phonograph for language learning
- Spanish, German, Italian, French, English
- Globalization of modern world increased the need and desire to learn foreign languages
- Travel, transportation, trade, international relations, tourism, communication, etc. contributed to interest

6.

“The Cog”

- Short story by James Oppenheim
- Molly suggests that her husband, Richard, go on strike to protest his twelve hour shifts at the steel mill
- Richard remembers the failure of the Homestead Strike of 1892
- Homestead Strike of 1892 – important event in U.S. labor history that took place in the Pittsburg area of Homestead, PA
- Homestead Steel Works Mill
- Haunting influence of the past



“RICHARD, YOU’VE LOST YOUR SOUL. YOU CAN’T
LOVE ANY MORE, AND YOU DON’T LIVE.
YOU’RE A COG.”



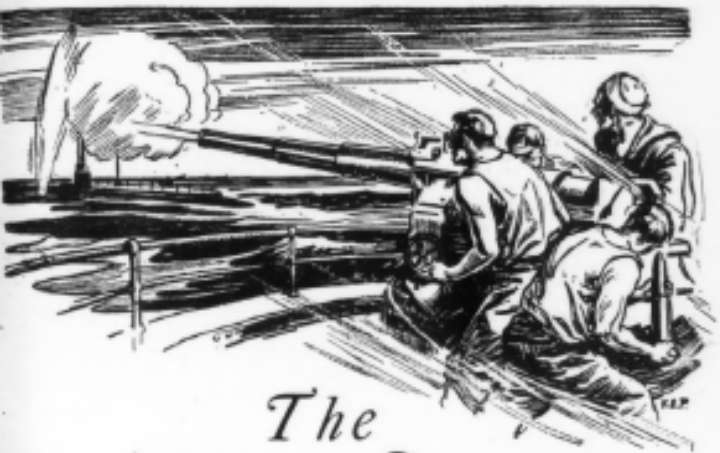
7.

1929 Volume 60 Issue 2

- Next to last issue of the magazine – February 1929
- Published by Joseph A. Moore under the Ridgway Company
- Edited by William Corcoran
- Name shortened to just *Everybody's* in 1923
- Strictly pulp fiction magazine since 1927
- Circulation had declined to about 50,000
- Three novelettes, eight short stories, one serial
- Illustrations at the beginning of each story
- Few advertisements

8.

“The Armed Guard”



The ARMED GUARD

A Thrilling Tale of Wartime Shipping

By L. MURNEY MINTZER

“FLATFEET ain’t in it fer bein’ dumb to these squarheads aboard here.” To Lieutenant Robbins, on the munition ship’s high bridge, the voice from below seemed to be unnecessarily loud. While he watched the *Campion*’s bow sway up the long slope of a sea, he listened idly, wondering what new devilment Flannigan, the signal quartermaster, might be cooking up in the armed guard. Another, deeper voice rumbled indistinguishably.

“That will be Schetky,” Robbins thought. He could picture the old chief gunner’s mate listening admiringly to the ready flow of Flannigan’s tongue.

The ship’s bow dipped slowly, and at the end of an abrupt descent a flat mass of water flung out as the ship shrugged her heavy bulk and began another climb. About the high gun platform on the fore-castle three or four men, in the white hats

come up from breakfast. Robbins noted with satisfaction that the man on lookout was silent and alert, standing apart from the others and watching the sea ahead.

Ahead and on both bows the gray water merged into a thin mist that hung low over the gray sea. Later, when the sun had beaten away the mist, the sky and sea alike would quicken into bright blue, but now the whole world seemed gray and empty. Robbins frowned slightly, missing the familiar shapes of the other ships of the convoy. Although only two days out from New York, and still in the comparatively secure home waters, the loss of the convoy worried him slightly. More as an indication of the captain’s probable reaction to the exacting regulations of the war zone than from concern for their immediate safety. The *Campion*, with her valuable cargo of ether, a cargo that was badly needed on the other side both for ordnance and hospital use, would be directed to an

- World War I short fiction story written by L. Murney Mintzer
- An American naval gun crew mounts a defense against a German U-boat raider
- Story includes action and violent descriptions of a naval skirmish during the war
- Not much more than a decade after World War I, Americans were already sensationalizing the violence
- Influence of the past

*A Yarn From the
Ends of Empire*



KEEPERS of the TREASURE By EDGAR WALLACE

YEARS and years ago, *cala calo* as the saying is, when the Portuguese were in the land, came many canoes along the great river. In those days there was a river that ran through the N'gombi country; it is now an overgrown depression in the forest. Whence came this expedition nobody knew. The men camped on the edge of the Ochori country and made a fortification with the help of forced labor. Then came other men in pursuit, and there was a great battle of swords and spears, and in the end the attackers succeeded. Every defender was put to the sword, but when the victorious captain came to look for the ten great boxes which the fugitives had brought with him they were not to be found. They had been buried by somebody; legend gave credit to a score of somebodies.

From time to time adventurers had sought the hiding place. One chief of the Ochori, who was supposed to know where

of mind had dug and probed—but all to no purpose.

There remained this substance to the legend, that in a village of the Ochori three men were called "The Keepers of the Treasure Place," and the office was hereditary and very old.

What treasure they guarded, no man knew. They professed to have exact information, and whispered their secret to every new guardian that death appointed.

The Portuguese treasure was a common subject of gossip up and down the coast. Once Lieutenant Tibbetts had made an ineffectual search, guided by a dream. Captain Hamilton of the King's Hussar suggested a remedy for such dreams.

"Coarseness, dear old thing!" murmured Bones, shocked. "Vulgarity, dear old officer! Come, come, this will never do!"

"Did you really dream you saw the cave?" asked Sanders, interested.

"Yes, excellency and friend. A dash!

"Keepers of the Treasure"

- Exotic short fiction tale in the jungles of Africa written by Edgar Wallace
- Adventure story about Portuguese buried treasure guarded by three natives in the village of the Ochori
- A beautiful young woman named N'Saki craftily seeks the treasure and knows how to use an automatic firearm
- Triumph of a woman over men and concern with the traditions of a foreign people
- Exotic, novel, exciting adventure

Novelty Haunted by the Past

- Examples demonstrate popularity of exotic
- Interest in new technology and globalization
- Lingering consequences of the past
- Strong desire for a new future

What Comes Next?

- Future study of the concerns of the period of American Modernism will continue to inform our present societal moment
- Globalization and constantly evolving technology continue to change our world

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