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Everybody's Magazine

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EVERYBODY'S MAGAZINE (1899-1928). Founded in September 1899 by John Wanamaker, a house organ used to advertise his New York City department store, Wanamaker's, but later publisher of many of the leading writers of the day, aiding the Reform Movement in America.

Initially the articles, short stories, poems, and serials appearing in the magazine were published in *Trade Royal Magazine* of London and were purchased from Pearson Publishing Company of London. Everybody's circulation was driven by its attractive illustrations and low cost of ten cents per issue. Everybody's inauguration of full page advertising spreads contributed greatly to making it profitable. By 1903 when Everybody's was sold to Erman Jess Ridgeway, the magazine circulation was 150,000.

Veering away from its early literary gentility, Everybody's began to take a closer, more realistic look at American society. Industrial, political, financial, and moral topics not previously discussed and, oftentimes, not well understood by the general public appeared in its pages. Along with such other popular reform magazines such as *Collier's*, *Cosmopolitan*, *The Arena*, and *McClure's*, Everybody's published articles that exposed abuses in society. Everybody's investigative reports shaped public opinion on topics such as the effect of corporate wealth on the legislative and judicial branches of government, political corruption, the underside of the Standard Oil and Anaconda Copper companies, abuses in the investment and insurance industries, housing conditions and slums, abuses in the prison system, child labor, industrial accidents and inadequate compensation, and shocking conditions in the meat packing industry. Talented writers such as Frank Norris, Lincoln Steffens, Charles E. Russell, William Hand, and Upton Sinclair denounced the wealthy and powerful, and no person or institution was immune from their scrutiny. They pricked the conscience of the nation, informing and exhorting the general citizenry to seek redress of societal problems. This genre of exposé literature came to be known as muckraking.

Sensational articles sold magazines and increased circulation. One notable series featured in Everybody's was Thomas Lawson's "Frenzied Finance." Published from 1904 to 1907, this series raised circulation for Everybody's to an all time high of 750,000. Circulation declined to 500,000 following the close of the series; and by about 1911 the public grew weary of muckraking.

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The investigative articles published in *Everybody's*, and other reform magazines, yielded numerous reforms by 1915 including a federal pure foods act, passage of child labor laws and workman's compensation laws in many states, new meat packing regulations, enactment of better insurance laws, and dissolution of the Standard Oil monopoly.

With reform literature out of favor with the public, *Everybody's* responded by refocusing on entertainment, current events, informative articles, and fiction. *Everybody's* stature ensured that it led the general monthlies in advertising revenues and attracted work from the best writers of the day. These included Theodore Dreiser, Rupert Hughes, Rudyard Kipling, O. Henry, Charles Major, Mary E. Wilkins, Jack London, Rudyard Kipling, H.G. Wells, Booth Tarkington, Dorothy Canfield, Rex Beach, Willa Cather, and James Whitcomb Riley. By publishing the works of these writers, *Everybody's* ensured fine literature was easily available to all, not just the higher classes of society.

Everybody's additionally helped keep Americans informed about developments in science, medicine, music, and art, giving information which helped citizens adjust to a changing society. Its articles monitored the pulse of prevailing ideas and the nation's interests.

As World War I approached, *Everybody's* supported Britain and United States involvement in the conflict. Circulation declined to 300,000 during the war years and by 1922 *Everybody's* changed ownership and editorial direction. The cost of the magazine rose to twenty-five cents per copy, and *Everybody's* began to print only fiction. By the late 1920s *Everybody's* circulation declined to 50,000 and by March 1929 its last number was issued. Subsequently, *Everybody's* merged with the fiction periodical *Romance* under the new title *Everybody's Combined with Romance*, which ran for ten months.

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Janet Butler Munch

EVJUE, WILLIAM THEODORE (1882-1970). Newspaper editor who was a leader in the Progressive Movement.

William Theodore Evjue was born 10 October 1882, in Merrill Wisconsin, the son of Norwegian immigrants, Nils Peter and Mary Erikson Evjue, who settled in northern Wisconsin. Evjue decided to become a newspaperman at a young age. He attended the University of Wisconsin (1902-1905) and in 1913 married Zillah Julia Bagley.

He began as a reporter for the *Milwaukee Sentinel* in 1905 and later became its night editor (1908-1911). In 1911 Evjue was the business manager for the