

The (Oregon) *Advocate*: Boosting the Race and Portland, Too

By Kimberley Mangun

The Black press in the Pacific Northwest has received little attention from communication history scholars. Yet weekly newspapers published in cities such as Portland, Oregon, during the nineteenth and early twentieth centuries served well the small African American population. The Advocate, founded in 1903, kept readers informed about segregation, lynching, employment opportunities, and other topics. The newspaper also fought for civil rights and liberties for African Americans generally, and Black Oregonians specifically. Equally important was its role as booster. Although boosterism typically is associated with the rush to establish towns and newspapers in the West, this qualitative study offers evidence that boosting may have been a vital function of the Black press during the twentieth century—particularly in cities like Portland with few African Americans. Editor Beatrice Morrow Cannady spent more than two decades boosting cultural events and promoting education, religion, new businesses, and Portland itself. Using the pages of the Advocate, Cannady hoped to build a strong Black community and encourage readers to envision a better society, one that afforded all its citizens equal rights and liberties.

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“**R**ead *The Advocate*,” proclaimed a house ad in 1925. “*The Advocate* is the only News Paper in the State of Oregon that can be depended upon to fight the battles peculiar to ‘THE RACE.’”¹ For thirty years, African Americans in Portland, Oregon, relied on the four-page newspaper for national and local news, birth and death announcements, hotel

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Developing a Personal Style: Janet Flanner's Literary Journalism

By Ann Thorne

Janet Flanner's writing has received little attention in the history of literary journalism. Yet Flanner saw herself as writing journalism in a literary style. Beginning in 1925 as the French correspondent for The New Yorker, Flanner developed a personal style that relied on the richness of accurate and penetrating details to reveal an inner story, a story shaped around a central theme, told in an intimate and often humorous or ironic voice. By closely examining her work from 1925 through the 1930s, this article discusses Flanner's development of her own style of literary journalism in which she used many of the techniques later identified as those of "new journalism," and argues that her work should be included as a part of any history of literary journalism.

“I have always wanted to write events the way I would have wanted to write fiction,” Janet Flanner said in 1965, reflecting on her writing in an interview with Daniel Behrman in *Réalité*.¹ “I keep going over a sentence. I nag it, gnaw it, pat it and flatter it.”² In doing so, Flanner, beginning in 1925 with her “Paris Letters” published in *The New Yorker*, created for herself a style of writing unlike that of the journalism written by many of her contemporaries for American newspapers and magazines. Hers was a journalism based on literary techniques: a penchant for irony; an independent view of what was important; use of accurate and penetrating details that revealed the inner story; a shaping of story around a theme; and an intimate, but spare, style.

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Menopause: Milestone or Misery? A Look at Media Messages to Our Mothers and Grandmothers

By Marlene Cimons

Assumptions circulated in the mass media have played a role in forming attitudes about many social issues, including ideas about women. To find out what messages about menopause and middle age emerged during earlier generations, the researcher examined articles in three popular women's magazines and one newspaper. The magazines—Good Housekeeping, Ladies Home Journal and McCall's—dated from the early twentieth century. Washington Post stories began during the same period and spanned nearly six decades. The aim was to assess messages about menopause and middle age delivered to previous generations to gain a clearer understanding of attitudes that influenced public response to the 2002 Women's Health Initiative. A critical reading showed trends that differed between the two mediums. Overall, messages were mixed. Women's magazines rarely mentioned menopause until the 1960s, when hormone use became popular. At the same time, the magazines celebrated middle age, and glorified accomplished midlife women. The Post confined menopause to advice columns, advertisements, and an occasional news story. Initially, Post references to menopause were negative, but later, stories began to portray menopause as medically treatable. The two mediums operated differently, but both were culturally influential and important sources of women's health information.

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On Oct. 30, 1948, the *Washington Post* ran the tragic story of Mrs. Brownlee Nealy Peake. Mrs. Peake, 38, an employee of the Woodward & Lothrop department store, plunged to her death from an eighth floor window, an act that police ruled a suicide. For most readers, this incident would have served as no more than a piece of routine albeit tragic news

Island Empire: Discourse on U.S. Imperialism in *Century*, *Cosmopolitan*, *McClure's*—1893-1900

By James Landers

The three largest quality monthly magazines of the era—Century, Cosmopolitan, and McClure's—contributed to public discourse on expansionist ideology and imperialism during the years preceding and immediately after the Spanish-American War. Articles and commentary in Century, Cosmopolitan, and McClure's exhibited the clash of idealism versus pragmatism, the promises and perils of imperialism, and the rationale of expansionists and anti-imperialists. McClure's was pro-expansionist and pro-imperialist; Century, although it supported adherence to anti-colonialist national principles, adopted a nonpartisan attitude evidenced by an array of articles for and against expansionism and imperialism; Cosmopolitan, also nonpartisan, advocated an international role for the United States. The magazines framed the debate on expansionist ideology and imperialism within the context of the American sense of mission, Anglo-Saxon racial superiority, and Social Darwinism among nations.

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The fourth and final installment of “A Brief History of Our Late War with Spain” appeared in *Cosmopolitan* of February 1898 with a triumphant, albeit imaginary, scenario for the United States: the conquest and liberation of Cuba from Spain; the conquest and annexation of Canada; creation of an autonomous American zone in Nicaragua for an “interoceanic” canal; and formal recognition by Britain, France, and Germany of permanent American suzerainty from the Rio Grande southward to Colombia.¹ Although written as a satire to pass judgment on the rational and irrational rhetoric of proponents and opponents of American territorial expansion, the lengthy serial also encapsulated various eco-