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LORD NORTHCLIFFE'S SPLASHES OF INK, BACKED WITH COURAGE, WRECKED BRITISH CABINETS

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England's Foremost Publisher, Now Seriously Ill in London, Always Got What He Went After; He Often Traveled Thousands of Miles to Obtain Facts

DOWNING STREET, NEWS SOURCE, CUT OFF AFTER FEUD WITH LLOYD GEORGE

Started With Small Publication Called Answers and From There His Rise to Ownership of London Times Was Rapid; Recently Declared 5-Day Week for Employes

DRINTER'S ink mixed with courage and brains-that is the compound by which Alfred, Lord Northcliffe, builds and destroys.

He built a great publishing business, with more than sixty newspapers and magazines, reaching 25,000,000 persons a week.

He built so powerful a place for himself in the British Empire that he could make and unmake Cabinets by the smashing force of the printed word backed by undeniable facts.

He is credited, rightly or wrongly, with doing as much as any man in halting the mad flight of the Prussian war chariot.

Unquestionably, he aroused England at a crucial moment in the World War, and almost single-handed raised Lloyd George to power on the ruins of the Asquith Government.

His constructive criticism was never more boldly displayed than time or other they may be hanged sepwhen he attacked Lord Kitchener of arately."

It was in Manila that Northeliffe Khartoum, then England's soldier- said if the United States leaves the idol, because the right kind of shells Philippines within the next twenty were not going to the embattled years the result will be chaos. Incidentally he paid a remarkable tribute "tommies" in France.

He has been described as "the to Major General Leonard Wood. most hated man in England" and as colonial administrator, who is also one "one of England's saviors," a wide of her first citizens, is a guarantee that enough swing of the pendulum to the job will be handled right." the show the depths of hatred and the publisher declared.

"I have known General Wood for heights of acclaim he has experimany years, and I share the admiration expressed by Lord Cromer, who, you re-

There has been a touch of the member, said the only man fitted to suc-Napoleonic in his career. Critics ceed him in Egypt was unfortunately have hinted broadly that he is a an American-Leonard Wood." secret worshiper of Napoleon.

Physical Breakdown Came During Trip to Germany England Reread With Interest

a "Revelation" During War In the second year of the war, Eng- many incognito. His physical breakand reread with new interest a "reve- down came on that journey and after a lation" ascribed to Tolstoy. In a fore- brief stay in Switzerland he was hurcast of the conflict, the so-called reve- ried home to England. lation declared :

enced.

With the serious illness 'The great conflagration will start Chief.'' as his employes called him. about 1012, set by the torch of the First came a sudden change in the policy of Arm (war) in the countries of South- the London Times, England's famous eastern Europe. It will develop into a "Thunderer" and one of his newsdestruction and calamity in the year papers. A sensational feud with Lloyd 1014. In that year I see all Europe in George began tapering off and a general fames and bleeding. I hear the lamen- change in the Times' foreign policy was tations from huge battlefields. noticed.



year explosive shells were streaming sponsibility of Northeliffe's propaganda newspaper, is a rather strange p for the victory of the Allies. across the Channel.

In 1916, the Asquith Government fell and Lloyd George became Prime Min- plain defeat on other than military cablegrams from London, and I see ister. Northcliffe's influence rose enor- grounds there is enough of truth in that England is chiefly peopled by sufmously and through all the bitter their plaints to show that Northeliffe, fragettes, impecunious aristocrats and months his optimism never dimmen. was worth several armies to the Allies. four or five amazing society ladies, Day after day he preached that imperial Germany was doomed and that oped into open warfare during the Peace antics are recorded, and whose photothe Kalser's cause was lost the day of Conference. He sharply criticized the graphs, taken often years ago, do steady Prime Minister's leadership and Lloyd service very regularly. the first German retreat from Paris. George spoke in the House of Commons In June, 1917, Lord Northeliffe came to the United States as head of the of Northcliffe's "disease of vanity." British War Mission. England was buying on an enormous scale the supplies necessary at the front and back of the lines. As High Commissioner,

Northeliffe directed expenditures at the He returned to England in the fall editorially of Lloyd George, "that while he is able to read and write he does of the Air Minister and the take charge neither."

of 1917 and was asked to take charge neither. of the Air Ministry, a new portfolio in The publisher trained his editorial the British Cabinet. His letter, refus-guns on the Prime Minister again when ing that post marked his first break with Lloyd George. Northcliffe severely arraigned what he called official incompetence and said

When I come here, I read pages d Discounting the German desire to ex- cablegrams, and especially Funday

The break with Lloyd George devel- 'fashionable beauties,' whose names and

"I wonder if it ever occurred to the gentlemen who send these Sunday cables One of the sharpest of the Northcliffe that there must be some other people barbs was flung because of the Prime over there to conduct the gigantic es-Minister's alleged habit of overlooking port trade of Great Britain, to manage reports prepared by subordinates. "It is currently said by his col-leagues in Paris," the Times declared the world's goods; her shipbuilding the world's goods; her shipbuilding

How Amazing Is Uncle Same "On the other hand, when I am at home, I see what an amazing fellow Uncle Sam is, Apparently nature here



Lord Northcliffe wielding the chopsticks at the Maple Club in Tokio

that unless there was swift improvement | go to Washington as representatives of tornadoes. Financiers are always inin British methods that the United the empire. Neither went, but North - | panies ; the politicians are all engaged States would rightly take into its own cliffe's papers were barred from receiv- in grafting : there is only one law, and hands the entire management of a great ing information at Downing Street. that is the unwritten one.

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Northcliffe explained that he could Met Lloyd George's Ban with Characteristic Aplomb mal type, and I find a steady growth

"But when I come here all the Americans I meet are of an extremely nor-

After his swing through Asia, Lord

Northcliffe began a trip through Ger-

To appreciate the amazement that "But after 1915 a great Napoleonie ender enters upon the stage of the swept Fleet street, London's "Newsbloody drama. He is a man of little paper Row," when Northcliffe's driving militaristic training, a writer or a force was withdrawn, it is necessary to ournalist, but in his grip most of go back to the start of his career and Europe will remain until 1925. trace its progress.

Northeliffe's family name is Alfred "The end of the great calamity will mark a new political era for the old Charles William Harmsworth. He was world. There will be left no empire on born July 15, 1865, in Chapelizod, near kingdoms, but the world will form a Dublin, the son of a barrister prac-Federation of the United States of Na. ticing in England. When he was tions. There will remain only four great scarcely a year old, his parents returned to England, making their home stants-the Anglo-Saxons, the Latins, the Slavs and the Mongolians." at Hampstead Heath.

As a boy the future viscount did not Men who knew or pretend to know Northcliffe did not hesitate to say that excel in study or sports. But he had the great gift of intelligent curlosity. be saw himself described in that "reve-He was forever prying into this, that ation ' or the other thing, wanting to know the a certain day.

Perhaps the anonymous author of "The Mirrors of Downing Street" had information in a fine memory. whys and wherefores and storing up that thought in mind when, in his

lications.

"Answers."

Became Assistant Editor

time that his father died. The family

was left in rather straitened circum-

stances and Alfred took the lead in

Responsibility was another spur to

English newspapers and concluded that

for the most part they were dry and

uninteresting. In the next four years

he made plaus and dreamed dreams

From the office of the Illustrated

London News he went to Tit-Bits,

directing the family affairs.

He early developed an inclination tochapter on Northcliffe, he wrote: ward newspaper work. When fifteen, "He loves to frown and depress his in the grammar school at Stamford. lips before the camera, for, like a child, Lincolnshire, he started a little magae loves to play at being somebody zine dealing with events in the school

else, and somebody with him is Napoand neighborhood. on-I am sure he chose the title of Northeliffe, so that he might sign his son, of Red Lion House. Fleet Street, notes with the initial N." Northeliffe today is a very sick man. He virtually burned out his mental and physical powers during the war years and the tumultuous years im-

mediately following. **Convinced Star of Destiny**

Was Guiding His Career Has Northcliffe, like Napoleon, moved upward to power convinced that a star of destiny was guiding his career?

If Napoleon has been his secret inspiration, is the stricken Northeliffe now on a figurative Elba, soon to emerge as a powerful factor in the world of affairs?

Or is he figuratively on St. Helena. with his marvelous career moving to its sunset?

Lord Northeliffe recently completed tour that brought him to many coraers of the carth. The Pole Star of his policy has been "Find Out for Your-Thousands of miles over land that were to give him phenomenal sucself ... and sea meant nothing when he wanted cess, Iacts.

The Washington Conference had focased attention of the Far East when Northeliffe went to Asia to look about for himself. One result was his prediction that England would stand with | America if war came between this stories, country and Japan.

"If the United States is ever menaced in the Far East," he declared in his paper was small. Pekin, "if at any time her magnificent work in the Philippines is disturbed, is there any reason why Singashould not be available for her staked all his money and credit on a



Lady Northcliffe

PROMOTION OF GOOD FELLOWSHIP ONE OF LORD NORTHCLIFFE'S AIMS

THE promotion of good fellowship between the United States and the British Empire is one of the policies Lord Northcliffe has followed persistently.

Spaking in a jocuar vein in New York some years ago he said "There have been times when, from the point of view of John Bull, we should have felt a little happier, if instead of the Pilgrims landing on Plymouth Rock, Plymouth Rock had landed on the Pilgrims."

Becoming serious again, he praised the efforts of those who were doing all in their power to continue and further harmonious relations between the two great English-speaking nations.

of money in the Bank of England on Germany struck he and Lord Northcliffe were playing golf at Deal.

war.'

ready."

At luncheon later, Colonel Harvey

"Within three years we shall be at

"With Germany. She is nearly

"Has only her navy. That is all she

will have when the storm breaks.

"With Germany?" asked Harvey.

elates, Northcliffe remarked :

"And England?"

Nothing can be none."

"And the outcome?"

The competition was an immediate Predicted War in 3 Years success. The number of competitors in Talk With Harvey

reached a total of 718,000, and the weekly paper was brought to the attention of several million persons. Circulation mounted rapidly and it soon reached 200,000 a week.

Advertising at liberal rates was obtained easily and money began pouring A year later he met James Henderinto the little office which had barely earned expenses before. In six months publisher of the Young Folks' Budget. who engaged the boy to write short the publication was showing a profit

articles. These contributions attracted of \$50,000 a year. Six years later the Sir William Ingram, owner of the II- annual profits reached \$300,000. The future Lord Northcliffe immelustrated London News, and other pubdiately brought out a series of cheap

"England always wins." periodicals that won circulation from

the start. They included halfpenny comic papers, and penny papers for of Youth When Seventeen women, boys and girls. He niso es-A year later, at seventeen, he betablished Sunday papers filled with recame assistant editor of Youth, one of Sir William's papers, at a salary of ligious articles, serial fiction and Sunday school connectitions. five pounds a week. It was at this

But his amhition soured even higher. He acquired the Evening News, re-

In 1904 he was created a baronet, thus becoming Sir Alfred Harmsworth, Northcliffe, of the Isle of Thanet.

It was his purchase of the London 1915, Northcliffe molded a bomb out Times that carried him to the pinnacle of courage and printer's ink that was of British newspaperdom. Oddly enough to have far-reaching effects. the first public announcement of that where he remained about a year. It purchase was made in New York and was while there that he conceived the was cabled from there to London.

Lord Northcliffe was the guest of Shells," in which the late Lord Kitchidea of a weekly paper which he called honor at a dinner of the Pilgrims in ener, then War Minister, was casti-New York in November, 1907. Colonel gated for his failure to send the proper prophets of Baal. England h

The paper was made up of short stories, special articles, paragraphs, jokes and prize competitions. But he had little money and the circulation of As Colonel Harvey's turn came to perience suggests that he has the quali-

speak, Northeliffe leaned toward him fications required for conducting a Eu-and remarked: In November, 1889, London was and remarked : In November, 1880, London and "I have bought the Times. The fact the entropy in sending shraphel, a useless weapon nouncement: "A Pound a Week for is not known. Suppose you announce in sending shraphel, a useless weapon in trench warfare. He was warned

The should not be available for her circulation stunt which promised that prize to the reader of "Answers" who made the nearest guess to the amount war. He said that two years before the German trenches and entanglements

ing independence. He wrote to Lloyd Northcliffe met this ban with char- and prosperity unexampled in my per-George that he preferred independence acteristic aplomb. He said he did not sonal observation. rather than to take office and be "gagged have to depend on Downing Street for "The cable, unfortunately, tells too by a loyalty I do not feel toward the news and that his sources of informa- little of the superb public spirit of the whole of your administration."

But probably his greatest achieve-ment for England was yet to come. In spite of the severity of his criticisms he was made director of propaganda in fidence and loyalty of his employes. enemy countries. He brought all his He brought about general advances in

tion were better than the Prime Min- United States, or of its straining after tory and your splendidly equipped hospltals.

"If there be one element," he continued. "that must strike the least ob- 10 servant stranger visiting any of the great cities, it is the evidence of public spirit of unexampled strength, which returns to the people in these forms the wealth that has been wrung from the soil and the mines, or won by commerce and industry.

"In the rush of modern journalism there is often not sufficient time to give pause for the consideration of anything excepting immediate and urgent news. But there are on both ides of the Atlantic newspapers of less speed and greater spaclousness which acquaint the people with other things than politics, stock markets and what the French call 'faits divers.'

"In my humble judgment the more newspapers tell the better side of the other peoples the quicker becomes the international understanding.

Declares 'Drop of Ink Makes Millions Think'

"Reyond question, therefore. ewspapier can serve an immense purby temenher can serve an immense pur-pose, and especially in times of crisis, by temenhering that 'a drop of ink makes millions think,' and that a 'smartly' written article may do vast damage to foreign relations.'' A little incident that occurred some

cars ago gives an insight into Northif humor is not lacking in his make-

A speeding automobile killed a child in a country district near London. It raced on after the tragedy and the policy were unable to trace it. neul Lord Northeliafe became interested and and several reporters assigned with instructions to find the car. The Daily Mail gave great promi-

tion of the automobile. A reporter got a cloc which in a few hours made the search successful. The irony of the situation was that

The brother himself had nothing to a with the accident. It developed that his chauffeur had taken the car without permission for a "loy ride." Hildebrand Harmsworth gave the the

A few weeks later London had a sendeal toward promoting international sational murder mystery. A young and understanding and good will. At the pretty woman was slain in a railroad tunnel and the newspapers were raise According to Field Marshal von Hin-denburg. Germany was not conquered he gave his views on that subject with characteris is force. When the built was not was not Northelized characteris is force. the murderer. reward?"

"Fore," yells Lord Northcliffe after a perfect drive at the golf course in Biarritz, France

At the heim of the Times and with and enable our brave men to advance all his other newspapers and magazines in safety."

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carrying to millions of readers the news | This smashing attack created conof the world as relayed by his organi- sternation in England. It sent Governzation, Lord Northcliffe easily wielded ment leaders scurrying about in circles. tremendous power in British politics. A special meeting of the London Stock

alone, however. He is credited with noon. A vote of confidence was given newspaper genius to the task of break- pay for reporters and editors in Fleet nonce to the search and offered a re-making a fight that gave standardized Lord Kitchener. A bontire of copies ing the enemy morale. making a fight that gave standardized Lord Kitchener. A bontire of copies ing the enemy morale. vived that dying paper, and then in bread and pure milk to England. His of the Daily Mail was made on the floor | Pumphlets by the millions fluttered for his reporters and sub-editors, called swift succession gained control over the agitation for housing reforms influenced of the exchange.

ambition. He began analyzing the in London, Manchester and Paris.

sums for public purposes. Then came August, 1914, and the was accused of giving aid and comfort losses, the array of nations opposed to plained that the pace of afternoon do war. The tragic months passed, with to the enemy. But he kept on printing her and the hopelessness of her cause. newspaper production has become in-Bt. A year later he was created Baron the Prussian war chariot racing along unpleasant truths about the manageon its path of conquest. On May 21, ment of the war.

One of the bitterest attacks on Northcliffe was made in the House of Com- randa.

Secretary.

like the

He Kept on Hammering; Made Trips to Front

quent trips to the front. England began Field Marshal von Ludendorff de-veering to his views. Lloyd George was voted page after page of his "Memoirs" made Minister of Munitions and in a to abuse of Northcliffe and to the re-

His interests were not in polities Exchange was called that same after-

Daily Mirror and established the Daily the design of every cottage built in The editorial loosed a storm which man. Austrian and Bulgarian territory Recently he announced that copy-

mons by Sir John Simon, the Home

vilian." General von Hutier, who commanded the Sixth German Army, repeatedly

But Northeliffe kept hammering, tente, Lord Northeliffe, minister for the hammering, hammering. He made fre- | destruction of German confidence."

The English journalist is shown here at the Cahu Country Club in

Honolulu after a golf match

criminations against Northeliffe. He gave knowledge of Germany's tunnense work but four days a week. He ex-

Let the German commanders them- tensified and will become still more inselves speak for the effectiveness of tense. Northeliffe's work as director of propa- Lord Northeliffe is convinced that But the point of the story comes aft-

the press of the world can do a great erward. same Pilgrim's dinner, where his purby "more military provess," but by characteristic force. "The shattering of the confidence of the

war and peace. I have no doubt it is Northeliffe mused. There was a twintrue that newspapers can do more the in his eyes. 'Yes,' he agreed, than metely voice the thoughts and passions of the peoples, and now that newspaper work is beginning to rank. 'Une of Lord Northeliffe's predictions

passions of the peoples, and now that newspaper work is beginning to mark with the older professions, with arms, the haw, commerce, the arts and set ences, there is a growing restraint on the part of writers and editors that must make for the world's peace. "Tet the world, as-seen through the

Germany Lost When Men's **Confidence Was Shattered** According to Field Marshal von Hin-

to estimate the value of these jaundiced "the shattering of the confidence of the fession which is supposed to have a our Allies and a source of disgust to German soldier and of the German ci-

warned his troops against that warned his treeps against that "most thorough-paged raseal of the whole En-

"Nothing in Lord Kitchener's exour Allies and a source of disgust to neutrals."

The Daily Mail printed a fiery editorial called "The Tragedy of the "I know Lord Northeliffe," he said "He appears to be a gentleman with curious habits, always itching to deprophets of Baal. England know shells to the British expedi-