

Hearst job

New York City, April 13, 1918.

Dear Ammon -

Had several conferences with W.R. during the middle of March through and with Barham. The matter was not settled and I saw Barham again in Chicago on his way to Los Angeles about two weeks ago.

My proposition was to take over both Examiners in California, with the intention of eventually becoming Advertising Director of all the papers. This of course, would cause such a radical change that many well established situations might be upset, and Mr Hearst has been thinking it over with a wish to work out a plan that would come as near accomplishing this desirable condition without offending and antagonizing a lot of men who have been unaccustomed to a standardization of their advertising departments.

He sent for me yesterday and we had quite a conference in which he frankly told me of his despair over the Chicago situation and appealed to me to take over the Examiner. I told him with equal frankness that I did not want Chicago and that I would not under any conditions live there permanently, and then he asked me who I could recommend for Chicago, and I told him most enthusiastically, with all the emphasis I could muster that you were the one man in this country that could put that paper ahead of the Tribune in five years and that he ought to get you no matter what he has to pay you, so he is going to try for you again. I told him you would be here about the 21st.

I think you can get \$50,000 a year salary and most any kind of a bonus that you ask for when you have the paper in leading condition.

I even think that you could get him to buy out your own paper or take some of the bonds, because he really wants some one of ability in Chicago and wants them badly.

Drop me a line when you expect to be here.

Kind regards.

Sincerely yours,

