

## SYRACUSE JOURNAL SOLD TO HEARST

Consolidated With Telegram and Sunday American With Harvey D. Burrill as Publisher—Price "In Excess of \$1,000,000"

(By Telegraph to Editor & Publisher)

SYRACUSE, N. Y., Nov. 4.—Harvey D. Burrill, publisher of the *Syracuse Journal*, announced tonight the consolidation of the *Syracuse Telegram* and *Sunday American*, Hearst newspapers, with the *Journal*. This consolidation in the evening field leaves the *Syracuse Herald* as the only opposition evening newspaper.



HARVEY D. BURRILL

Beginning Thursday the two newspapers are to be issued as one with the title of *Journal-Syracuse Telegram*. The *American* will be issued Sunday as usual. Both papers will be issued from the *Journal* plant and one of the Hearst presses will be moved to the *Journal* building.

The articles of incorporation filed at the County building today state a new corporation, called *Syracuse Newspapers, Inc.*, has been formed to effect the consolidation of the *Journal* with the Hearst interests. Negotiations have been going on for about two weeks.

The directors of the new corporation will be Harvey D. Burrill, Stewart F. Hancock and William Randolph Hearst. Mr. Burrill declined to make a direct statement relative to the control of the stock and other details of the financial transaction, but it is understood Mr. Hearst will have a controlling interest of stock, following negotiations with *Journal* stockholders.

The price paid for the *Journal* could not be definitely set until an accounting is made, but a member of the *Journal* organization stated it was in excess of \$1,000,000.

The *Journal* staff will be retained intact, except that it will be augmented by some members of the Hearst organization to take care of the *Sunday American* and the general expansion. The *Journal* has not issued a *Sunday* paper. There will still be three *Sunday* papers, the *Post-Standard*, regular morning daily, the *Herald* and the *Sunday American*.

About 100 men in the Hearst organization will be affected by the consolidation, but in most instances they will be given the opportunity to go elsewhere with the Hearst interests. By organization of the new corporation the consolidation of the unionized mechanical staff of the two papers will result in a majority of the *Journal* men being retained and some of the *Telegram* staff added to produce the combined papers.

The *Journal* building, a splendidly equipped modern newspaper plant, was built about ten years ago and devoted exclusively to newspaper publication. It is two stories high and the presses are located in the basement. The *Telegram* building was bought by Hearst when he started the paper three years ago last September. The size of the building was doubled and opened for the use of the paper last spring. This building will be sold and the equipment disposed of here and elsewhere in the Hearst organization.

Removal of some equipment from the *Telegram* to the *Journal* office began late Wednesday afternoon, though official announcement of the consolidation was withheld until Thursday.

The incorporation papers of the new company provide for the issuing of 100 common shares of stock of no par value. The incorporators are: T. E. McEntegart, R. F. McCauley and E. M. Kent. W. A. DeFord, one of Mr. Hearst's attorneys, is attorney for the new corporation.

The officers of the *Syracuse Newspapers, Inc.* are: Harvey D. Burrill,

publisher and president; Stewart F. Hancock, vice-president; Louis D. Burrill, secretary; M. M. Andrews, treasurer. These officers are the same as the former *Journal* organization.

"While Mr. Hearst is a director of the consolidation," said Mr. Burrill, "I am still in direct charge of the *Journal*."

Mr. Burrill has been connected with the *Journal* for nearly 40 years. He started in the capacity of newsboy, became a reporter and gradually arose to the office of president and publisher three years ago.

The *Journal* is one of the oldest newspapers in the state. It was first published as the *Western State Journal*, a weekly on March 20, 1839. The *Syracuse Daily Journal* appeared for the first time on July 4, 1844.

The repeated rumor that a morning paper would be issued by the consolidation was met by the statement by Mr. Burrill that "nothing of that sort has been contemplated as yet."

When Mr. Hearst started the *Telegram* in *Syracuse* he made overtures to the *Journal* with the idea of purchase, but his offers were refused.

The following announcement was published in the combined newspaper Nov. 5:

"With this issue the *Syracuse Telegram* and the *Sunday American* are consolidated with the *Syracuse Journal*, and hereafter these newspapers will be published from the building which has been the home of the *Journal* at the corner of East Fayette and Montgomery streets.

"Harvey D. Burrill will be president of the new corporation, which will be known as the *Syracuse Newspapers, Inc.*, and publisher of the consolidated newspapers. The other officers will be Stuart F. Hancock, vice-president; M. M. Andrews, treasurer, and Louis D. Burrill, secretary. The directors will be Harvey D. Burrill, William Randolph Hearst, and Stuart F. Hancock.

"Under Mr. Burrill's management, there will be no change in the policies, aims, and purposes, maintained by him during his long connection with the *Journal*. The consolidated newspaper will continue to be a *Syracuse* institution, independent in politics, and devoted to the best interests of the public.

"The *Journal* combined with *Telegram*, and *Sunday American*, foremost in their respective fields, means circulation supremacy in central New York State, and assures the reading public of continued service by giving them a greater and better newspaper."

"Warfare between the newspapers in *Syracuse* has now ended," the Hearst management in New York declared to Editor & Publisher.

"With one newspaper made from two, there is now room for all the newspapers remaining in the *Syracuse* field. It has been a logical merger of the daily of large circulation and no local advertising with the daily of less circulation, but large local department store advertising."

In New York it was also stated that the penny price, inaugurated recently on the *Telegram* to increase circulation, would now go up to the three-cent price on the street for the *Syracuse Journal-Syracuse Telegram*.

The John Budd Co., Inc., will continue to act for the paper as special advertising representative.

### Department Store Buys Big Space

Chicago, Nov. 5.—All sales records of the Boston Store were broken this week, when the firm celebrated its semi-annual Netcher Day, established by Charles Townsend and Irving Netcher in honor of their father, the founder of the store, which is now managed by his widow, Mrs. Mollie Netcher Newberry. In preparation for the celebration the firm carried 6 full pages of advertising in the *Chicago Daily Journal*, 7 in the *Chicago Evening American*, and a section of ten pages in the *Chicago Daily News* on Nov. 3, announcing bargains in every department on the next day. In addition 4 pages of advertising was distributed among 7 foreign language newspapers. In each of the English newspaper offices it was said the use of such large space on a single day was without precedent.

## STAR-TELEGRAM BUYS FORT WORTH RECORD

Amon G. Carter Completes Deal Purchasing Opposition Daily from William Randolph Hearst Properties Merged

(By Telegraph to Editor & Publisher)

FORT WORTH, Tex., Nov. 3.—The first of the newspapers which William Randolph Hearst purchased in Texas, the *Morning Record* of Fort Worth, was sold by Mr. Hearst Nov. 1, to Amon G. Carter and associates, owners of the *Fort Worth Star-Telegram*.

The transaction, which is an outright sale and was handled on a cash basis, became effective at midnight and all *Sunday* editions of the *Star-Telegram* appeared as the *Star-Telegram and Sunday Record* Nov. 2.

Publication of the *Record* as a six-day morning paper under the name of the *Record-Telegram*, and serving the city and suburban territory only, began Monday morning from the *Star-Telegram* plant. The *Sunday Record* has been discontinued, the new *Sunday* paper being a combination of the best features and departments of the two former papers. There will be no changes in either the name or editions of the *Star-Telegram*.

The subscription price of the *Daily Star-Telegram* and the *Sunday Star-Telegram* and *Record* will remain 75 cents. The price of the six-day morning *Record-Telegram* and the *Sunday Star-Telegram* and *Sunday Record* will likewise be 75 cents a month. The price of the six day morning *Record-Telegram*, without the *Sunday* edition, will be 10 cents a week or 45 cents a month.

However, for those who desire a morning, afternoon and *Sunday* paper delivered in the home the price for all will be \$1 a month. 13 issues a week delivered for the flat price of \$1. To subscribers, who have been taking heretofore both the *daily* and *Sunday Star-Telegram*, and the *daily* and *Sunday Record*, this will mean a reduction in subscription price of 50 cents a month.

Street sale and news stands prices follow: *Daily Morning Record-Telegram* 5 cents; *Sunday Star-Telegram* and *Record* 10 cents; afternoon editions of the *Star-Telegram* in Fort Worth 2 cents. These prices are the same as in effect now with the exception of the afternoon editions of the *Star-Telegram*, where the price has been reduced from 5 cents to 2 cents a copy.

Rumors about a change in the ownership of the Fort Worth newspapers had been rife for several weeks, some believing the Hearst paper would absorb the *Star-Telegram* and vice versa. However, members of the *Record* editorial staff found an unsigned notice in their local room seven days before the sale, announcing the impending deal. About 15 of the Hearst men went to the *Star-Telegram* editorial department, while the rest were able to get located elsewhere.

The *Star-Telegram* will maintain all of its State editions as at present, adding two in the early morning for the *Record-Telegram*, namely at 1:15 A. M. and 2:30 A. M.

The *Star-Telegram* was established in 1909, as the union of the *Telegram* and the *Star*. Amon G. Carter, president and publisher, has been at the head of the publication since it started its rapid growth in 1909. In addition, Mr. Carter is an important factor in the growth and development of Fort Worth and West Texas. He is president of the Texas Technological College board or directors, now erecting a \$2,000,000 state school; president of the Fort Worth Club, which is building a \$1,200,000 structure in Fort Worth and active in the development of Texas and Fort Worth.

Starting Nov. 2, the *Star-Telegram*, which had a circulation of about 130,000, is issuing the following editions: 11:30 A. M.; 2:30 and 3:30 P. M. (home editions); 4:30 (financial); state editions at 6, 7, 8, 8, 9, 10 and 11 P. M. and the morning editions at 1:15 and 2:30.

*Star-Telegram* executives in all departments are in control of the *Record-Telegram*.

In purchasing the *Record*, that newspaper passes into the ownership and under the control of men who own and operate the *Star-Telegram*, all of whom have been connected with this newspaper in various capacities since its start. The ownership of the *Star-Telegram* has not been affected by the purchase. These men are: Amon G. Carter, A. L. Shuman, Bert N. Honea, H. V. Hough and J. M. North, Jr.

The *Star-Telegram* and *Record-Telegram* have 24 hour service from three Associated Press leased wires, one Consolidated Press leased wire, one Times-Tribune wire and International News Service.

Executives of the Hearst organization in Fort Worth have returned for the most part to the Pacific coast. Col. D. D. Moore, publisher of the *Record*, who came to Fort Worth from New Orleans for Mr. Hearst, will remain in Fort Worth, it is understood. Col. Moore started his newspaper career in Fort Worth as a printer a quarter of a century ago.

Mr. Hearst's other Texas newspaper is the *San Antonio Light*. He owned the *Record* 30 months.

## CO-EDITORSHIP SPLIT ON CHICAGO TRIBUNE

Patterson to Establish New York Headquarters to Direct Daily News and Liberty—Col. McCormick Remains Chicago Chief

CHICAGO, Nov. 4.—Division of the co-editorship of the *Chicago Tribune*, the *New York Daily News* and *Liberty*, was announced here today. The official announcement follows:

"Due to the growth in size and scope of the *Chicago Tribune* and its related enterprises, important changes in administration have been put into effect as of Nov. 1.

"Hitherto Robert R. McCormick and Joseph M. Patterson, co-editors and publishers of the *Chicago Tribune*, the *New York Daily News*, *Liberty Weekly*, and the paper manufacturing industries of these publications, have divided their time between *Chicago* and *New York*.

"During the coming year Mr. Patterson will establish his headquarters in New York and administer the affairs of the *News* and *Liberty*. Col. McCormick will stay in *Chicago* and manage the *Tribune* and the paper mills.

"Mr. Patterson will remain president of the *News* and *Liberty Weekly* and vice-president and secretary of the *Tribune*. Col. McCormick will remain president of the *Tribune* and first vice-president and treasurer of the *News* and *Liberty Weekly*. The directors of the different companies will remain as now constituted with William H. Field and Max Annenberg added to that of *Liberty Weekly*.

"S. E. Thomason, at present second vice-president and business manager of the *Chicago Tribune*, remains in *Chicago* as second vice-president and general manager of that newspaper.

"Max Annenberg, circulation manager and director of circulation of the *Tribune* publications, will move his residence from *Chicago* to *New York* to become second vice-president and general manager of *Liberty Weekly, Inc.*

ROBERT R. MCCORMICK  
JOSEPH M. PATTERSON"

### Don Marquis Yale Lecturer

Lectures in the Bromley lecture course at Yale, founded in memory of Isaac H. Bromley, long editorial writer on the *New York Tribune* will be given late this winter by Don Marquis, former newspaper columnist.