

Roots Of Herald Tribune Were Deep In U.S. History

By PIERCE LERMBECK
NEW YORK (AP)—The Herald Tribune, whose death was announced Monday, was a newspaper with roots deep in United States history.

At its best, it was a giant of journalism. At its worst, even its critics conceded it was sprightly, entertaining, controversial.

It was read by presidents and paupers.

The work of great writers and reporters graced its pages.

The Herald Tribune was formed in 1924 by the merger of the Herald, founded in 1835 by James Gordon Bennett, and the Tribune, founded in 1841 by Horace Greeley.

Separately, and then as a merged organ, The Herald and The Tribune developed some of journalism's most significant innovations.

And some of journalism's greatest names are inseparably woven into its history—Bennett, Greeley, Mark Twain, Richard Harding Davis, Henry J. Raymond, Charles A. Dana.

"Dr. Livingston, I presume."

SENT TO AFRICA

Henry M. Stanley, who spoke that phrase, was a Herald reporter, sent to darkest Africa to find Dr. Stanley M. Livingston, the explorer and missionary, in 1871.

The Herald, born May 6, 1835, was founded as a rival to the pioneer penny paper, the morning Sun. Bennett, then 40, had a head full of ideas and \$500 in his pocket.

There was a wit, society gossip, tersely expressed editorial opinion and much foreign news in Bennett's Herald. He had the first financial page, gathering and editing the news of Wall Street himself.

The Herald was the first paper to cover murder trials fully. In those early days, when travel and communications still were difficult, the Herald was honored for its coverage of the Mexican war. And it had 40 correspondents with the Union army in the U.S. Civil War.

This policy of full coverage continued after Bennett died in 1872 and he was succeeded by his 31-year-old son, James Gordon Jr. He was the son who sent Stanley after Livingston, and he was at the helm when the Tribune led in the great circulation wars of the 1880s and 1890s.

Ironically, Bennett Jr. is interested in the far corners of the world may have contributed to the eventual slide of The Herald in 1887 he moved to France, started the Paris Herald and attempted to edit the New York newspaper from his Paris home.

The New York Herald began to decline. By the time Bennett Jr. died in 1918 the newspaper was losing money—and it was sold in 1920 to Frank Munsey, a speculator.

PAID \$4,000,000
Munsey paid \$4,000,000 for the Herald and the evening Telegraph, which also was owned by Bennett heirs. Munsey already had control of the morning Sun. He merged the Herald and the Sun, and set out to acquire The Tribune.

Greeley, an idealistic 38-year-old printer from New Hampshire, had fathered The Tribune April 10, 1841. It started as a Whig paper of 8,000 circulation, and its objectives were to raise the standards of labor, abolish slavery, ban liquor and achieve poplar socialism.

It was a penny paper, too, but it avoided the sensational. Men like Henry J. Raymond and Charles A. Dana kept it cleanly written and precisely edited.

Whitlaw Reid, an editor and war correspondent, was among his staffers. When Greeley died—the older Bennett, in 1872—the stockholders named Reid editor. With the aid of Jay Gould, a well-known plutocrat, he bought control of The Tribune's stock.

Reid was 38 and the antithesis of Greeley. He was well-educated, conservative and a bitter foe of union labor. He married the daughter of wealthy banker Ogden Mills, and turned The Tribune into the chief U.S. spokesman for the Republican party and the rich and socially prominent families of the East.

When Whitlaw Reid died in 1912, his son, Ogden M. Reid, became owner and editor. Although Ogden Reid continued his father's policies of high-quality writing and subject matter, he could not build circulation or advertising.

He refused, however, to sell The Tribune to Munsey. And with the aid of his astute wife, the former Helen Rogers, he held onto the newspaper until he wore down the speculator.

BOUGHT HERALD
Instead, in 1924, the Reids purchased Munsey's Herald for \$5,000,000 and killed it—but kept the name. They added to their own masthead, and The New York Herald Tribune began immediately to prosper.

Ogden M. Reid died in 1947, and his widow carried on as publisher and chairman of the board until 1955. She retired then, and her elder son, Whitlaw Reid, became chairman of the board and her younger son, Ogden Reid, became president, publisher and editor. Ogden was 39.

Whitlaw Reid had become The Herald Tribune's editor two years earlier, when he was 39. He tried to boost circulation with lively features and emphases.

In his hour, Ogden Reid introduced circulation contests, a



JAMES GORDON Bennett Sr., LEFT, was the founder of the New York Herald in 1835. Six years later, Horace Greeley, RIGHT, began publishing the Tribune in New York. The

two daily papers later merged into the New York Herald Tribune, which died Monday in its 126th year, 114 days after its last publication.

Crosby were widely-read columnists.

The format was changed, and became a source of discussion among newspaper men. News was packaged, explained, interpreted. It was digested on the first page, so that a reader could get a briefing of the day's top events in a few minutes, then go to the various sections for in depth details.

But still circulation slid. In 1965, its last full year of publication, it was down to 303,179 daily and 360,876 Sunday.

Advertising linage in 1965 was less than one-third that of the rival Times and less than one-half that of the tabloid Daily News, the largest-circulation newspaper in the U.S.

June 23, almost three months to the day after the strike against the World Journal Tribune began, The Herald Tribune formally closed its news service. And only recently the Washington Post bought 48 per cent of its Paris Herald.

CHANGES MADE
In what was to be the Herald Tribune's last eight years, innovation followed innovation. Its Sunday magazines featured contemporary writing and illustration. Its writers were recognized as leaders in their fields: Walter Kerr on drama, Eugenia Sheppard on fashion, Walter Lippman and the Alsops on politics and Red Smith on sports. Art Buchwald and John

10 Canadian Firms Assist In Telling Nuclear Story

By JAMES NELSON
OTTAWA (CP)—Ten Canadian firms, including some big subsidiaries of U.S. firms, have joined the federal trade department in selling Canadian story in nuclear energy to world at

an international show in Basel, Switzerland.
The show, which opens Sept. 8, is the first International Nuclear Industries Fair which, like Expo 67, has chosen a familiar-ity tax, Nuclex 66.

South Vietnam Army Grows More Sluggish

By PETER ARNETT
SAIGON (AP)—The bigger the war in South Viet Nam gets, the more sluggish and retiring the South Vietnamese Army seems to become.

In terms of new fighting concepts and modern weaponry, the South Vietnamese Army has guerrillas. The burden of fighting behind the Viet Cong guerrillas. The burden of fighting the war has fallen more and more on American shoulders.

One of the aims when major contingents of U.S. forces were sent to South Viet Nam last year was to secure base areas so that the South Vietnamese Army could go out and fight the Viet Cong. The American troop

presence was designed to give the South Vietnamese greater freedom of action, lessening their security duty.

Now the reverse is true. American troops have taken over much of the real fighting, the South Vietnamese more guard duty.

South Vietnamese casualties are taken mainly at the lowest level of the war, at hamlets and villages by the paramilitary forces who have struggled for years to control a village cart track or a water hole.

DO NOT SHOW SURGE
Casualties at this level have been consistently high for four years. They do not reflect the great upsurge in the war in the last year. The American casualties reflect this.

More South Vietnamese troops died in the months of February and March 1966, than died in the corresponding months of 1965 according to the best figures available.

The totals for the six months are 4,572 South Vietnamese dead in 1966, against 4,896 in the same months last year. There is

no South Vietnamese casualty total available for January of this year.

American casualties are running almost one half as many killed, but more Americans are wounded. The lower death total may reflect faster medical aid response by U.S. units.

There are few signs that the South Vietnamese army has improved to meet the high hopes of the U.S. advisory program that began in 1961.

South Vietnamese a r m y e d forces launch an average of 8 battalion-sized operations every week. This figure has hardly varied for 18 months.

American forces are averaging 15 battalion-sized operations weekly, but the Americans are taking half as many killed as the South Vietnamese, and more wounded.

These statistics seem to indicate that the Americans pursue a far more aggressive combat role.

Many U.S. officers believe that for the moment South Viet Nam's total fighting force of nearly 600,000 has reached its maximum capacity. They suggest that these forces, drained by years of war and internecine politics, are "wired" and show little interest in matching the tactics of American units that stay at field as long as three months searching for the Viet Cong and their supporters from North Viet Nam.

All this worries Americans who hope that U.S. troops can eventually leave South Viet Nam.

sports section and entertainment section and printed a weekly television magazine supplement.

But the circulation slide continued. In 1950, it had been 345,423 daily and 633,364 Sunday; in 1960, 336,647 daily and 488,161 Sunday.

In September, 1957, Oxford-educated John Hay Whitney, U.S. ambassador to Britain, invested \$1,200,000 in The Herald Tribune, and he was given an option to the end of 1958 to buy a controlling interest. He exercised that option Aug. 28, 1958.

Advertising linage in 1965 was less than one-third that of the rival Times and less than one-half that of the tabloid Daily News, the largest-circulation newspaper in the U.S.

June 23, almost three months to the day after the strike against the World Journal Tribune began, The Herald Tribune formally closed its news service. And only recently the Washington Post bought 48 per cent of its Paris Herald.

CHANGES MADE
In what was to be the Herald Tribune's last eight years, innovation followed innovation. Its Sunday magazines featured contemporary writing and illustration. Its writers were recognized as leaders in their fields: Walter Kerr on drama, Eugenia Sheppard on fashion, Walter Lippman and the Alsops on politics and Red Smith on sports. Art Buchwald and John

10 Canadian Firms Assist In Telling Nuclear Story

By JAMES NELSON
OTTAWA (CP)—Ten Canadian firms, including some big subsidiaries of U.S. firms, have joined the federal trade department in selling Canadian story in nuclear energy to world at

an international show in Basel, Switzerland.
The show, which opens Sept. 8, is the first International Nuclear Industries Fair which, like Expo 67, has chosen a familiar-ity tax, Nuclex 66.



Busy Feet Need Savage Shoes

UNIMOLD SHOES
by Savage

HOLMAN'S
Sole and heel are made as a unit and moulded tight into the upper. Sealed construction keeps out water. No nails in heel to work loose. No sole stitching to tear out. Never marks floors. Flexible—needs no breaking in.

BRIAN—Plain vamp style with round toe. B. C. D. widths, black and brown. Sizes 5 to 8

6.99

The ever so popular back-to-school saddle oxford. B.C.D. widths. Sizes 5-8 and 8½

6.99

Avoid the back-to-school rush. Shop today!

Single Strap—This strap is placed with fitting in mind. It will also add a little style to her back-to-school wearing apparel.

SOMEWHAT FOR THE BOYS!

Madras Hooded Jackets
Madras is still big, perhaps to stay for a long, long time. No wonder. It's mad. These man-styled jackets have smart good for fair weather or foul. Jacket is lined for comfort, with full zip front. Drawstring waist and hood. Snug-fitting elasticized wrists. Sizes 4-6x. 3.98

Block-Buster Pants
Yahoo! These pants'll take it! Wear-tested cotton denim, reinforced at points of strain where the young tykes really punish it! Two side pockets, zip fly. Semi-boxer style, front snaps. In brown, blue or olive. Sizes 3-6x. 2.98

Long Sleeve Shirts
Smart plaids that get A for style and neatness. Handsome button-down collar, assorted popular plaids. Sizes 4-6x. 1.98

Enjoy the increased shopping power of a Holman's
OPTIONAL CHARGE ACCOUNT
Enquire at our Customer Accounts Office.

Enjoy the increased shopping power of a Holman's
OPTIONAL CHARGE ACCOUNT
Enquire at our Customer Accounts Office.

no South Vietnamese casualty total available for January of this year.

American casualties are running almost one half as many killed, but more Americans are wounded. The lower death total may reflect faster medical aid response by U.S. units.

There are few signs that the South Vietnamese army has improved to meet the high hopes of the U.S. advisory program that began in 1961.

South Vietnamese a r m y e d forces launch an average of 8 battalion-sized operations every week. This figure has hardly varied for 18 months.

American forces are averaging 15 battalion-sized operations weekly, but the Americans are taking half as many killed as the South Vietnamese, and more wounded.

These statistics seem to indicate that the Americans pursue a far more aggressive combat role.

Many U.S. officers believe that for the moment South Viet Nam's total fighting force of nearly 600,000 has reached its maximum capacity. They suggest that these forces, drained by years of war and internecine politics, are "wired" and show little interest in matching the tactics of American units that stay at field as long as three months searching for the Viet Cong and their supporters from North Viet Nam.

All this worries Americans who hope that U.S. troops can eventually leave South Viet Nam.



MICHENERS AND BUST OF GRANDCHILDREN
Mr. and Mrs. Roland Michener are back in Toronto on home leave until October from Mr. Michener's post as Canadian high commissioner to India. Shown with them is a bust of their grandchildren, Mrs. Donald Robb of Providence, R.I. Kristin, 8, and Karen, 14. The

HOLMAN'S

THE HOT LINE

for
BACK-TO-SCHOOL

SCRUBBED DENIM

The New Free 'n Easy Look of Cotton for You!

It's wild, wonderful, here and NOW at Holman's. You'll want it because it's so popular. Of course, besides the FAB style of it all, your mother will appreciate the wearing and washing qualities that best anything we've heard of in a long time. Washes and wears easy because of a skillful crafting of cool, comfortable 100% selected cotton that is Sanitized. 1% residual shrinkage. So, come see it all for you know at Holman's... then back-to-school, dressed to-wow 'em!

JACKETS — western style, with open collar, bright brass cow-puncher buttons. Sizes 7-14.	5.98
SKIRT — A line, double patch pockets. Slim snug-fitting elasticized waist, zip back.	4.98
BELTED HIPSTER SKIRT — fly front, double pockets. Pre-teens of 8-14.	8.98
JUMPER — low waisted belted with "cow puncher" look. Sizes 7-14.	5.98
MATCHING CAP — sizes S-M-L	2.98
RANCH STYLE SHIRT — attractive printed cotton. Long sleeves, sizes 8-14.	4.98
WESTERN STYLE PANT — 2 smart side pockets. Zip fly. Sizes 7-14. Available in bells at 4.98.	5.98

SOMEWHAT FOR THE BOYS!

Jacket	4.98
Skirt	3.98
Slims	3.98
Jumper	4.98