

ANNOUNCEMENT

The Chicago Tribune and The Times

"The Tribune" takes great pleasure in announcing that an alliance has been effected with "The London Times" whereby the world news and the best of the intellectual features of England's famous "Thunderer" will be presented week by week in the World's Greatest Newspaper for the benefit of mentally alert American men and women. By arrangement with Lord Northcliffe, proprietor of "The Times," "Tribune" readers are to have set before them:

The news of the world as gathered in the Capitals of the Nations for London's foremost newspaper. Chronicles of the world's achievements in science, literature and art, by leading scientists, literary men and art critics.

Interpretation of the diplomatic maneuvers of the great powers from official, governmental sources.

Analyses of the world's activities in the domain of finance and commerce by recognized authorities.

Intimate views of the men who are doing the worth while things in the world, and delightful articles in lighter vein.

When "The Tribune's" representative visited Printing House Square, London, to propose this news alliance, Lord Northcliffe, in assenting to it, declared that "The Times" would have entertained the proposition from no other American newspaper. So keen was his interest in the project, the king of English newspaper publishers made a five-day visit to Chicago to confer with the editors of "The Tribune" regarding the inauguration of the new Foreign News Section of the Sunday edition of this newspaper, which will make its first appearance on Sunday, October 19th.

Appreciation of the desire of the American people for something better all the time was what stirred Lord Northcliffe's interest and won his co-operation with "The Tribune's" plans. At a dinner in his honor, attended by more than a score of leading men of Chicago, Northcliffe said: "It is idle to suppose that in a country like the United States, with fine books, with fine authorship, great schools, a country that has more universities and is as well equipped with universities as any in the world—it is idle to suppose that they will continue to be content with newspapers of ten years ago, five years ago, or even today. It is that desire to constantly improve which makes the American what he is—never satisfied with what he had a short time ago. It remains to be seen what 'The Times' can bring to 'The Tribune.' I have told its editors that everything that our paper has shall be at their disposal.

"Perhaps you will let me say just one or two things about 'The Times.' Some of you may not know it well. Some of you may only meet it when you go to Europe, and some of you may perhaps have only heard of it. Part of the functions of that newspaper are semi-official. The learned and distinguished judge on my right is well aware of the fact that the law reports of 'The Times,' which are all written by lawyers, are accepted by our judges as official reports and they have, to my very great pleasure, been cited in the Supreme Court of the United States over and over again. There is no secret that 'The Times' is very largely used by our government to communicate with other governments, when they want to say pleasant or unpleasant things and do not want to do it through official channels. Some world governments have received more than one hint through 'The Times,' to remember that Uncle Sam is rather a big gentleman, a very patient gentleman, and will stand a good deal, but not too much.

"Another function of 'The Times' is to secure the very best scientific writing. By that, I do not mean heavy writing, but the very best scientific writing, by the very best writers in the world. Sir Oliver Lodge, whose address to the British Association on the immortality of the soul has been largely printed in American newspapers, is a constant writer for 'The Times.' To name a list of those who do contribute and who now are to contribute to 'The Chicago Tribune,' would be practically, to name every person of distinction in Europe. And we have always had very distinguished American contributors, from your president downwards.

"Still another function of 'The Times,' although that may not be important, is to amuse. I claim that the lighter side of 'The Times' is as good and well written and amusing as can be. Lately one of our writers came here, Mr. Darwin, grandson of the great Darwin, to write about your golf courses and to write about that golf championship where your young Mr. Ouimet succeeded in downing our two best.

"The particular tradition of this old newspaper, 'The Times,' is accuracy. I honestly believe that it is a most important thing that everything that appears in newspapers should be written by the very best person on that subject. If it is a matter of law, let it be, as it is often in our 'Times,' written by a distinguished judge. If it is a matter of art, let it, at any rate, be written by somebody who has seen all the paintings of the world and studied them. If it be criticism of plays or books, let it be by an expert in that particular kind of play or that particular kind of book."

For one hundred and twenty years "The London Times" has been a potent factor in the life of the British Empire. On September 10, 1912, the forty thousandth number of "The Times" was issued with a remarkable supplement of forty-four pages, telling the story of printing and the history of newspapers from their earliest days. The occasion was honored by a notable editorial tribute of appreciation from the press of Europe and America. It was on January 1, 1785, that the first John Walter published in London a little four-page newspaper which he called "The Daily Universal Register." He issued it from a small building in Blackfriars, long known as the King's Printing House; and it is from this same place, enlarged and reconstructed around the little square that fronted the old house, that "The Times" is still sent forth to the world. Three years after the first issue under the clumsy original title Walter rechristened his newspaper "The Times" and since 1788 the paper has appeared under the name which it still bears.

The average issue of "The Times" today consists of twenty pages—"blanket sheets" Americans would call them—containing as many words as two ordinary novels. The total number of writers regularly contributing to "The Times" is close to two thousand. The editorial staff daily on duty in "The Times" office numbers two hundred and ninety persons. It has correspondents in every great capital of the world. It is the only English newspaper that has the honor of its own special seat in the press galleries of congress at Washington. It has its own seat in the chamber of deputies at Paris, and likewise in the Reichstag in Berlin.

Beginning next Sunday, October 19, the matchless news resources and the fine intellectual features of this giant of English newspaperdom are to be made available to "Tribune" readers. It means Printing House Square, London, brought to Chicago. It means, "The Tribune" hopes, a broader, better, more helpful newspaper for America's aristocracy of brains—the only aristocracy that really counts in the United States.

Addition of "The London Times" features involves no curtailment of "The Tribune's" existing foreign service, which will continue to be, both daily and Sunday, the most complete, authoritative and interesting published in any American newspaper.

"The London Times" service is to be supplemented by Special News Letters from "Tribune" staff correspondents in Berlin, Paris and other capitals of Europe, and shortly by a brilliant series of articles from South America. Other features having particular appeal to thoughtful men and women are in contemplation and will be duly announced.

First publication of "The Tribune's" New Foreign News Section with this newspaper, Sunday, Oct. 19