

# New N.Y. Paper Rates as Great

By HUGH RUSSELL FRASER

New York's new newspaper—The World Journal Tribune—is a lively, interesting, extremely informative sheet.

While the makeup leans to that of the old World-Telegram, it does not duplicate it. Some of the format suggests the former Herald-Tribune. Anyway, the effect is dramatic. Nothing, except sheer lack of news, can more effectively kill a newspaper than a dull makeup. W-J-T, in this category, is tops.

## NUMEROUS FIRSTS

It is also tops in many other ways. Enumerating some of these—and all are earmarks of a great newspaper—the following are obvious:

(1) Advertising is kept in its proper place. The first page of the second section is clear of advertising. The first page of the third section is clear of advertising. The first page of the fourth section is clear of advertising. Yet the paper as a whole is full of advertising.

(2) There is ample coverage of national and international news.

(3) The page opposite the editorial page is also kept free of advertising. Here, and on the editorial page itself, are some of the top columnists in the nation—a total of nine at present. True, it doesn't have all of them. It doesn't have Joseph Kraft or Doris Fleeson. But it has enough of them that the Justice department is crying "Monopoly!" The present anti-trust suit against the World Journal Tribune is based on just this contention. Dorothy Schiff, New York Post publisher—the new paper's one evening rival—claims she tried her best to get some of them but couldn't. However this may be, the W-J-T has two solid pages of lively and provocative editorial matter.

## DAILY BOOK REVIEW

(4) It has a daily book review, without which no metropolitan newspaper can claim to be a great newspaper. Books are news. And the World Journal Telegram recognizes the fact. Moreover, in this respect it has something unique—something that no other daily newspaper in America can boast. Its listing of "Books Out Today," which is broken down into "Non-Fiction" and "Fiction," is printed in large, clear type! No relegation to hard-to-read six-point or agate type.

This is clearly a first in American journalism and reports from Fourth Avenue say it has book readers cheering in the streets!

(5) The new paper has significant coverage of art, music, the dance, the theater, photography, ballet, motion pictures, night clubs and—of course—radio and TV. No major cultural activity is overlooked. The coverage is more complete than any of its three predecessors.

## 2 TOPS IN SPORTS

(6) The sports section, with two top columnists, Red Smith and Jimmy Cannon, is probably unequaled in New York. Key statistics, like baseball standings, are printed in large, clear type, nor are "Yesterday's Results" and "Tomorrow's Games" buried in small type. A seemingly little matter, but a bench mark of a great newspaper.

(7) Most financial and business pages are factual but dull. There is drama, however, in business and finance. W-J-T catches some of it in lively fashion. And its stock market prices are complete and readable.

## THE HUMAN ANGLE

And, finally, there is the inevitable human angle. A top Page 1 columnist like Jimmy Breslin. Only New York could have produced Jimmy, just as only New York could have produced the late Heywood Broun. Whatever he writes about comes alive. You almost want to read him before you read the news. He would make even the front page of the New York Times jump up and hit you in the face. The editor was not wrong in putting him just below the masthead.

Indeed, in 20 years of commenting on comparative journalism in America, in magazines ranging from Harpers to such technical publications as The Editor, organ of the New England Newspaper Editors Association, never before has this writer seen a new newspaper, starting from scratch, catapult with its very first issue into the front rank of the world's great newspapers.

Stand up, ladies and gentlemen! A toast to New York's World Journal Tribune!

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