

ADVERTISING WORKSHEET

COMPANY NAME: BIRMINGHAM AGE HERALD

STREET: _____

CITY-STATE: _____

BUSINESS TYPE: NEWSPAPER

WORDING AS SHOWN: BIRMINGHAM AGE HERALD CARRIER'S GREETINGS

SHAPES KNOWN: 10" CHOP PLATE — 8"-9" BOWL, RUFFLED

MAKER: FENTON

BACK PATTERN: WIDE PANEL

COMMENTS: ~~CHOP~~ PLATE \$1500 - \$1800 BOWL 750 - \$1000

BECAME
POST-HERALD

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CALLED 6/5

MAR 15 1974

Age-Herald is gone but memories linger in bowl

BY ELMA BELL
News staff writer

If you subscribed to The Birmingham Age-Herald in 1911, your carrier may have presented you with a carnival glass bowl bearing a picture of the building where the paper was printed. If you think he did, you might want to start hunting for the bowl and put it in a safe place. It may be worth \$3,000.

There are supposed to be only five of the bowls left, according to an authority on antiques who writes a column for a national news service. Two have been unearthed right here in Birmingham.

Mrs. Ruby Davis has one of them and Billy Barksdale owns the other. Both are a little surprised to discover that they own such a valuable "collectible."

"Several years ago there were ads in the papers offering \$300 for the bowls," Mrs. Howard Barksdale recalls. "I pointed them out to my son, but he wasn't interested in selling his bowl."

The bowl was given to Billy's grandmother, the late Mrs. Mozelle Lipscomb, when she was in her early teens.

"THE PAPER BOY was her sweetheart," Mrs. Barksdale says. "The bowl was always in our home when I was a girl...I used to put hickory nuts in it. I remember that thing being in the family all my life, but I didn't really care anything about it and it was passed on to my sister, Hazel Perkins.

"When I was in Orlando, Fla., visiting her, she told me to bring the bowl home to Billy because he had gone to work for The Birmingham News and she thought he would enjoy having the bowl."

Barksdale still isn't especially interested in selling his bowl. When he could have sold it for \$300 he explained to his mother

that if he did sell it he would buy some golf clubs he wanted and then he would sell those and he would end up without anything. "I'll just keep it," he said. "It wasn't given to me to sell." Mrs. Barksdale admits she immediately put the bowl in her china cabinet when the story came out about it being worth \$3,000. It was just sitting out where it could have been broken.

MRS. DAVIS took her bowl off the television and put it in her china cabinet also, when the story came out. She was given the bowl by her mother-in-law, Mrs. F. J. Davis in 1940.

"Her carrier gave it to her for a Christmas present and she kept it all those years," Mrs. Davis says.

Her bowl has traveled all over the United States with her. "And it is still in good shape," she says. "Several years ago a woman offered me \$500 for it, but I thought I would just keep the bowl for a while. I really wasn't interested in her offer."

Asked if she was interested in \$3,000, Mrs. Davis said, "I certainly am!" without a moments hesitation.

FOR THOSE who want to know what to look for in their attics, the bowls are medium size and are a deep rose color with tones of purple and gold. The glass has an iridescent look and was called taffeta lustre.

In the bottom of the bowl there is a raised design depicting the old Age-Herald building. Immediately beneath the building is the date 1911 and a raised inscription reading, "Carrier Greetings."

The building still stands today. It is at 2107 Fifth Ave. North and is described by O. N. Todd, owner of the business now occupying it, as a sturdy, wonderful old building.

THE BIRMINGHAM NEWS
AND AGE-HERALD
Birmingham, Ala.

THE BIRMINGHAM AGE-HERALD

BIRMINGHAM, ALABAMA, THURSDAY MORNING, OCTOBER 1, 1931 20 PAGES 1907 EIGHT

THIS
MORNING
JOHN THOMAS

THE WEATHER
Forecast for Birmingham and vicinity:
Partly cloudy and cool; light
breeze; high 60, low 40.

The Birmingham News

HOME
EDITION

4TH YEAR-NO. 173 34 Pages-192 Columns

BIRMINGHAM, ALA., THURSDAY AFTERNOON, OCTOBER 1, 1931

PRICE: THREE CENTS

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THE WEATHER
Forecast for Birmingham and vicinity:
Partly cloudy and cool; light
breeze; high 60, low 40.

The Birmingham News

HOME
EDITION

4TH YEAR-NO. 173 34 Pages-192 Columns

BIRMINGHAM, ALA., SUNDAY, OCTOBER 1, 1931

BESSEMER BANKER FOUND "NOT GUILTY"

DEMOCRATIC STATE
HEADS MAY SPEAK
FROM WASHINGTON

U. S. Fliers Streak Across Pacific

PANORAMA AND HARMON
TAKE OFF FROM JAPAN
ON FLIGHT TO AMERICA

SECOND BALLOT OF
JURY FREES LEWIS
OF MURDER CHARGE

Women's Club Offers Chance
For Governors To Say
"What They Please"

FARM BOARD LAUNCHES
NEW PLAN OF RELIEF

OWEN D. YOUNG TO
START COMMUNITY
CHEST FUND DRIVE

INTREPID AIRMEN
LEAVE JAPAN FOR
AMERICAN COAST

PAIR WILL FLY BEYOND
SEATTLE IF POSSIBLE

POPE CALLS FOR
NEW CRUSADE OF
MERCY FOR POOR

Past XI Blames Armament
Race For Distress And
Hunger In World

G. O. P. WILL MAKE USE
OF ARTICLE BY COOLIDGE

Food And Clothing Would Be Available To
Winter's Poor Through Idea

AVANT GUERRE!
WHAT MODERN ADAM
TAKES OF ARGUMENT

COURTHOUSE, CITY HALL
GROUPS OPEN CAMPAIGN

Ship Will Follow Route Into
Stormy Air Area Above
Abolition Islands

Worker Was Warning Law
As Cop, Pursuing Dry
Violator, Fires

OLDEST EMPLOYEE
OF CITY WOUNDED
IN POLICE CHASE

Gov. Roosevelt Not Without
Competition In Race
For Nomination

ATTACK SUSPECT
SLIGHTLY BETTER

RONDALE LEADER
SLAIN, BROTHER IS
WOUNDED IN DUEL

MRS. DAVIS INJURED

PLANE FIGHTS FASCISM

EDITOR BADLY HURT

LIBRARY SERIES
WILL GO ON AIR

COLLIER HOME ROBBED

GASOLINE PRICE DROPS

SAYS PIGS PAY

MEMORS TO CONVENT

SCOTS IN UGLY MOOD

POKER GAME HELD UP

ARMED ROBBERY PLAN

ALLEN, WOULD TAKE OFF

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1. HISTORY

- (a) Established (The News) March 14, 1884.
(The Age-Herald) 1874 as the Weekly Iron Age.
- (b) Founder (The News) Rufus N. Rhodes.
(The Age-Herald) F. W. Grace, Willis Roberts.
- (c) Changes in ownership and consolidations:

THE NEWS

1910. Victor H. Hanson bought The Birmingham News stock owned by the estate of the late Rufus N. Rhodes.
1920. April 19, News absorbed The Ledger.
1927. June 1, Age-Herald consolidated with The News.
Length of time under present management: 21 years.

THE AGE-HERALD

1881. Founder sold to W. C. Garrett and Frank V. Evans.
1882. Daily Age and Sunday Observer incorporated.
1883. Evans sold his interest to J. L. and R. H. Watkins.
1889. Age and Herald which was also started by Rufus N. Rhodes consolidated as Age-Herald.
1895. Daily State and Age-Herald consolidated as State Herald.
1897. E. W. Barrett bought State Herald and changed the name back to Age-Herald.
1927. Age-Herald consolidated with The News to form the morning unit of a twenty-four hour newspaper.
Both The News and Age-Herald had a Sunday paper up to the time of their consolidation when they were unified, forming the News-Age-Herald.
Length of time under present ownership, four years.

2. MANAGEMENT

- (a) Present owner V. H. Hanson
- (b) Present publisher V. H. Hanson
- (c) Assistant to publisher J. E. Chappell
- (d) Secretary and treasurer J. C. Clark
- (e) Advertising director Geo. C. Biggers
- (f) General Advertising Manager W. C. Gullahorn
- (g) Classified manager R. E. Faherty

3. EDITORIAL PROGRAM

- (a) **Outline of Basic Editorial Policy**
Democratic without being slavishly partisan; liberal without any tendency toward radicalism; conservative without being hidebound. Constructive and progressive. Opposed to government in business, as far as this is practicable in complicated civilization. Sympathetic to capital in its efforts to build and develop. News columns are fair and unbiased. Papers conducted on the theory that the public has a right to fair presentation of both sides of argument; from which it may draw its own conclusions: Editorial page alone reserved for expression of opinion of the newspapers.
- (b) **Contributions to Public Service**
Give \$10,000 annually in educating twenty boys and girls at five Alabama colleges; each being given four-year course with all necessary expenses paid; this program now in its ninth consecutive year; give \$2,500 annually for revolving scholarship loan funds at state normal school; give annually \$500 loving cup to that citizen of Birmingham who during the year has rendered the greatest service to the city; have been great factors in road-building, welfare, health and educational programs, city, county and state; exceedingly liberal in money, space and editorial support of all constructive, public programs.
- (c) **Appeals to all classes**
- (d) **Political affiliations—Democratic**

4. CONTENTS

- (a) Average number of pages in daily issues: 1930: 49.55 (News 27.32; Age-Herald 22.23).
- (b) Average number of pages in Sunday issue 1930: 92.
- (c) Number of columns per page: 8.
- (d) Depth of column: 22 1/4 inches or 312 lines.
- (e) Average number of columns per issue during 1930:

	Age-Herald Columns	News Columns	Sunday Columns
Advertising			
Retail	41	81	192
General	21	21	30.5
Automotive	8	8	34.5
Financial	7	7	5.9
Classified	11	11	39.23

Reading (Composite Average of the three papers)

Local news	60 columns
Wire news	60 columns
Editorial	16 columns
Features	47 columns
Business and financial	10 columns

- (f) **Percentage of reading matter and advertising carried during 1930:**

Advertising	19%	Reading matter	51%
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- (g) **Exclusive news service controlled by Birmingham News and Age-Herald:**

Associated Press (24-hour service)	International News Service
United Press (night service)	Pacific and Atlantic Picture Service
Wide World	Kadel and Herbert

News-^{paper's} journey is measured in years

By the time it reached Birmingham—a journey measured not in miles but in years—the little outfit of type and the Washington hand press on which the infant city's first newspaper was printed had been around.

The journey started in 845, years before anyone even dreamed there would be a city named Birmingham pawling through Jones Valley.

Elyton was the only settlement of any size; there was no railroad; contact with the world beyond Red Mountain was irregular.

Sometimes the mail came, sometimes it didn't, and the people in the valley — those who could read — hungered for a regular source of news.

The first attempt to satisfy that hunger came in 1845, when The Jones Valley Times was founded.

As a newspaper, its impact was limited: In an age when newspapers were more opinion journals than anything else, the Times' politics, we are told, "were neither fish, flesh or fowl." It lasted only 10 years, and its editor's name is lost to history.

For the printing outfit itself, however, the story was only beginning.

FIRST AS the Central Alabamian, then as The Elyton Herald, the same equipment in different hands was used to publish newspapers in Elyton until 1871 when Robert Henley, the first mayor of the upstart new town two miles away, bought it and moved the outfit to Birmingham, where it became the city's first newspaper: The Birmingham Sun.

While Mayor Henley operated the Sun for only six months, his paper set a strong "boost-Birmingham" precedent which was to be followed by virtually all of those which came later.

THE CITY'S FIRST permanent daily newspaper is founded in 1874. Called the Iron Age, it was run by men who had ties to the earlier days of journalism in Jefferson County: Frank M. Rice, the editor, was the son of one-time Central Alabamian editor Baylis Grace, and business manager Erasmus Cantley was the younger

brother of Elyton Herald editor John Cantley.

The publisher and owner of the Iron Age was Willis Roberts, who published it until 1881, when he sold it and went into the job printing business, founding the Roberts and Son firm which is still in business in Birmingham.

Birmingham, despite such setbacks as a cholera epidemic, was booming by then, and the Iron Age prospered, too. The 1881 purchasers, W. C. Garrett and F. V. Evans, changed its name to the Daily Age, and the next year it was merged with The Observer, the descendant of The Birmingham Sun.

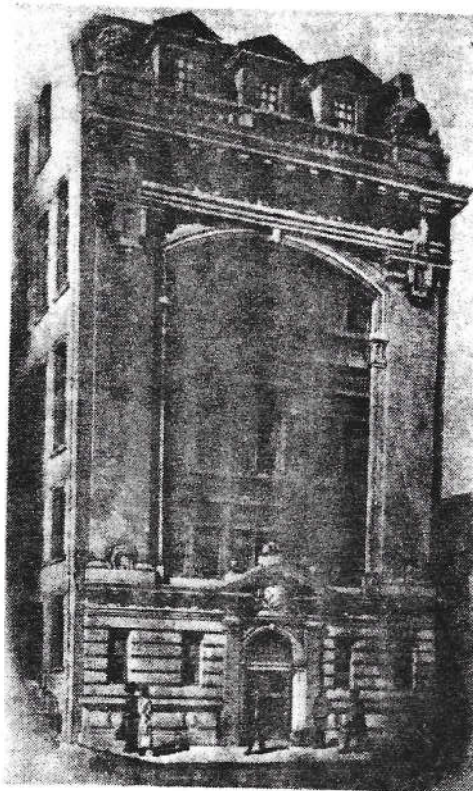
Evans sold his interest in the Age in 1883 and joined George M. Cruikshank in publishing a new paper in competition with The Daily Age. This was The Sunday Chronicle, which still another member of the Grace family — David B., son of Frank and grandson of Baylis Grace—joined in 1884, when publication of The Evening Chronicle began.

IN 1887, A man who was destined to write one of the most enduring records in the history of Birmingham newspapers and newspapermen made his appearance: In association with a group including W. P. Pinckard and F. P. Oliver, Rufus Napoleon Rhodes, a native Mississippian who came to Birmingham to be a part of an exciting young city's quest for greatness, founded The Daily Herald.

Rhodes left that paper shortly, and it was merged two years after its founding with the Age to become The Age-Herald, a fixture in the Birmingham journalistic world until its merger with The Birmingham Post to create the Birmingham Post-Herald in 1950.

But Rufus Rhodes' greatest contributions to journalism in Birmingham—and to Birmingham itself, of which he proved to be one of the most effective and imaginative promoters—were yet to come.

The most momentous day in his life, and a historic day in Birmingham's life, was March 14, 1888.



Age Herald Building about 1911

That day saw the publication of the first issue of The Evening News, which proudly proclaimed Editor and Publisher Rhodes' slogan for his new paper: "Great is Birmingham, and The News is its Prophet."

Within a year and a half, the circulation of The News — whose name changed from The Evening News to The Daily News in 1889, and to The Birmingham News in 1894 — exceeded that of all of the other newspapers in the city combined.

ANOTHER momentous period in the history of newspapers in Birmingham began in 1909, when Rhodes persuaded a young man named Victor H. Hanson to leave The Montgomery Advertiser,

where he had been advertising manager for 12 years.

Hanson was a newspaper "natural." The son of a successful newspaper publisher, Maj. Henry C. Hanson, young Hanson was 11 years old when he began his own first newspaper in Macon, Ga. — an enterprise which he sold for \$2,000 at the age of 15.

Victor Hanson purchased one-fourth of the stock in The

Birmingham News and was named vice president and general manager in 1909. Within a year, Rufus Rhodes died and Hanson became general manager and publisher, purchasing Rhodes' stock from his widow. His former boss in Montgomery, Frank P. Glass, another well-known figure in Alabama journalism, purchased one-fourth of the stock and became editor.

It wasn't long before the new publisher's mettle was tested in the sternest possible way.

The present News publisher, Clarence B. Hanson Jr.,

the business and have a newspaper forever under bondage; or we could print the story and kill the newspaper immediately. I went to bed thinking that my newspaper career in Birmingham had ended, because we did print the story. And the bank did call the note."

But The News — which was the only local paper to print the story—was saved by the intervention of another banker who was impressed by Hanson's courageous decision to, as he put it, "put the integrity of this newspaper ahead of every other consideration."

"While Mayor Henley operated The Sun for only six months, his paper set a strong 'boost Birmingham' precedent which was to be followed by virtually all those which came later."

the nephew of Victor Hanson, described the events this way in a 1967 address to the Newcomen Society:

"SOON AFTER Mr. Hanson acquired majority ownership of the property from Mrs. Rhodes, Birmingham and the state were convulsed by the double suicide of the socially prominent wife of an important banker and an equally well-known bachelor.

Mr. Hanson was heavily in debt for the purchase of the Rhodes stock. Immediately he was subjected to intolerable pressure to suppress the story of the suicide by powerful people. In fact, he was told that to publish the story would cause his loan to be called and he would be bankrupt.

"Mr. Hanson said later, 'When the threat was made to take steps which would surely kill the newspaper, I knew I could make a choice . . . to kill the story, save

The public obviously was impressed, too, for The News rapidly gained readership and circulation, growing with the city. It was so successful, in fact, that in 1920 The Birmingham Ledger, at that time a competitive afternoon daily founded in 1896, suspended publication and was absorbed by The News.

The Age-Herald continued to publish a morning newspaper.

IN 1921 ANOTHER competitor entered the afternoon field—the Scripps-Howard entry, The Birmingham Post.

In 1927 The News purchased the Age-Herald, which thereafter was published in The News Building.

Eventually, as competitive pressures grew, a unique publishing agreement was worked out in Birmingham under the leadership of News Publisher Clarence Hanson, who — by then with 15 years

experience in all departments of the paper — had succeeded his uncle after the latter's death in March 1945, while the younger Hanson was serving as a major in the Air Force.

Under the arrangement which became a model copied in many other cities, competing news and editorial voices were preserved in Birmingham by combining certain manufacturing and business operations.

Under the agreement, in May 1950 the Age-Herald ceased publication and the afternoon Post became the

pendently—a policy which still prevails.

Clarence Hanson is still the publisher of The News and another Hanson—Victor H. Hanson II, his great-uncle's namesake—is vice president and general manager, continuing the management which had its beginnings in the early days of Birmingham's history.

The history of Birmingham newspapers is a history of events and names—events including those historic ones recalled in other sections of this special centennial edition; names like those mentioned previously—Grace and Cantley, Rhodes and Glass and Hanson, among others—and names like James A. Chappell, Charles A. Fell, and Harry B. Bradley of The News and James E. Mills of the Post-Herald, as well as those of newspapermen and newspaperwomen still actively helping to record (and, sometimes contribute to) the day-in, day-out history of a city just reaching its 100th birthday.

Names like Vincent Townsend, vice president and assistant to the publisher of The News, and John W. Bloomer, News managing editor; Duard LeGrand, editor of the Post-Herald; and scores more—some with well-known bylines, others working anonymously but indispensably in essential jobs from copy desk to the composing room.

It's been a "newsy" — and exciting — first hundred years for newspapers and newspapermen in Birmingham. And others will come along to report the great and small events of Birmingham's second century in the tradition of those who hauled that first printing press and box of type around Jones Valley even before there was a Birmingham.

1911 446-144444
(Reprinted From Yesterday's Birmingham News)

BH 5-13-1950

New Daily Newspaper Will Make Its Debut In Birmingham Monday

A Statement By The Birmingham News Company:

NEXT MONDAY MORNING, May 15th, a new daily newspaper will be born in Birmingham.

It will be the Birmingham Post-Herald, a six-day morning newspaper. It will be a Scripps-Howard newspaper, edited by James E. Mills.

It will be printed in the plant of The Birmingham News, but will be entirely separate and distinct, editorially and in its news columns, from the evening and Sunday News.

The last issue of The Birmingham Age-Herald will be published tomorrow morning, Saturday, May 13th, and the last edition of The Birmingham Post will be issued tomorrow, Saturday, afternoon.

The editorial and news department of The Post will move into The Birmingham News building Sunday, and will edit and prepare for publication the first issue of The Post-Herald Sunday night.

One organization will handle all of the business affairs of the two newspapers. One advertising staff, one circulation force, one accounting department under the management of The Birmingham News, will employ the force (except only news and editorial employes), sell the advertising, distribute the newspapers, collect the income and pay the bills.

Constantly mounting publication costs have already forced the elimination of many newspapers in all parts of the United States. Mergers, consolidations and sales of newspapers have been widespread and will continue to develop the next few years.

The kind of operation described here is in some respects unique. It is intended to effect business economies and make as solid as possible the financial underpinning of each of the remaining newspapers in Birmingham, while giving the reading public the benefit of two widely different and independent editorial policies, one in the morning field and the other evening and Sunday.

There will be no common ownership between the two papers. No stockholder of one owns any stock in the other. Neither has, or will have, any relation whatever to the news and editorial policies of the other. The relationship is wholly physical, mechanical and commercial.

The body will be one body, but the mind and the soul of each will be separate from the other.

THE BIRMINGHAM NEWS COMPANY.

* * *

[Top of Article](#)

* * *

A Statement By The Birmingham Post:

Bottom of Article

EFFECTIVE MONDAY, May 15, there will be a major change in Birmingham's newspaper picture.

On Saturday, May 13, The Birmingham Post will issue its last edition. On Monday a new Scripps-Howard newspaper, combining all the best features of The Birmingham Post and The Age-Herald will appear in the morning field under the name of The Post-Herald. This new paper henceforth will be the Birmingham expression of the editorial policies of Scripps-Howard. James E. Mills, editor of The Post since 1931, will edit the new paper.

The editorial staff of The Birmingham Post will transfer to the new morning paper and will produce the first issue of The Post-Herald on Monday, May 15, from its new quarters on the second floor of the enlarged Birmingham News Building. The business office and circulation departments of The Post will be discontinued.

The Birmingham News daily and Sunday will continue unchanged as to format and editorial policy. The Post-Herald will continue the format and the editorial policy of Scripps-Howard as Birmingham has been accustomed to it in The Post. Henceforth, one advertising and one circulation staff, both located in The News Building, will serve all three papers, morning, evening and Sunday.

This newest technique in newspaper production, one circulation and one advertising department, serving two wholly independent newspapers, is a development of the past few years. It evolved as the natural result of the tremendous and inescapable increases in production costs which in many cities have outstripped the earning powers of newspapers.

In Birmingham the rebuilt and greatly augmented plant of The News will be used for the production of both papers. Co-incidentally, enlarged advertising and circulation departments of The News will take over the merchandising of the morning, evening and Sunday newspapers.

During the past decade, the inability of many papers to meet mounting production and distribution costs has resulted in their death or their absorption by financially stronger competitors. The result has been a regrettable reduction of the journalistic voices of these communities. Often, this curtailment of newspaper expression has been contrary to the desires of even the surviving newspaper. This is because vigorous and balanced editorial competition is the life blood of successful newspapers, and in the public interest.

While the city will have one less daily paper, it will have two highly competitive ones, each with its individual news and editorial appeal. The Birmingham News' voice will be heard in the evening and Sunday fields, and The Post-Herald's in the morning field.

The two newspapers will be completely independent and aggressively competitive. The owners of The Birmingham News will have no representation or voice in The Post-Herald. The Post-Herald, a Scripps-Howard newspaper, will be completely disassociated from the news and editorial policies of The Birmingham News.

Each paper will maintain its own completely independent editorial staff operating from its own quarters in The Birmingham News Building. Each will also maintain its own corporate entity. There will be no interchange of or overlapping stock holdings. There will be no interlocking directors.

We believe that the interests of the people of Birmingham, and of the State of Alabama, will be better served by the re-alignment.

THE BIRMINGHAM POST.

An Age-Herald History; How A Great Paper Grew

BAM 10-30-1925

The Age-Herald's history has run concurrently with that of the city of Birmingham, even before the publication of the first daily newspaper, The Daily Age, in 1882, for the Weekly Iron Age was founded in 1874, only three years after the incorporation of the new town, and this name has figured as a part of Birmingham's history ever since that time. The paper had a hard struggle in the early days just as did the young city. It passed through many ownerships. It represented several consolidations and mergers of other papers. It flowered in boom times and almost withered in the chill blasts of the depression and panic periods. Under other names its predecessors were used in some of the early days to exploit personal fortunes.

The Age-Herald really started its great mission in Birmingham and Alabama at the time it was acquired by the late Edward W. Barrett on August 1, 1897, a date which was almost synchronous with the demonstration that the making of steel from Birmingham ores was commercially practicable. That is when Birmingham's really phenomenal period began and it is the date when The Age-Herald actually started upon its momentous career. Mr. Barrett's death occurred only a few days before his twenty-fifth anniversary as proprietor of the paper and The Age-Herald was acquired from the Barrett estate by Frederick I. Thompson and Comer associates in October, 1922.

Since that date it has entered upon the greatest period of expansion and usefulness in its history. A chronology of Age-Herald history runs as follows:

1874. Weekly Iron Age founded by Willis Roberts and his son, Charles Roberts.

1880. Roberts and son sold Iron Age to W. C. Garrett and R. H. Thornton.

1881. Frank V. Evans bought R. H. Thornton interest in Iron Age.

1881. (December.) Garrett and Evans began issuing the Daily Age, Birmingham's first daily newspaper.

1882. J. L. Watkins and R. H. Watkins purchased Weekly Observer from R. H. Baugh.

1882. Observer and Age consolidated by Watkins Brothers and Garrett and Evans, and The Iron Age began publishing Associated Press dispatches.

1884. Frank V. Evans sold interest and founded Sunday Morning Chronicle.

1887. W. P. Pinckard, Rufus N. Rhodes, Frank P. O'Brien and others founded Birmingham Herald, which gave city its second morning daily, and soon afterwards purchased stock of the Daily Iron Age, and The Age-Herald came into being.

1894. Into receivership following the great panic, with Frank V. Evans as receiver. Purchased by Frank P. O'Brien at receiver's sale, but retained only short period.

1896. The Daily State, founded by H. M. Wilson, Charles H. Greer, John W. Tomlinson and others, who immediately acquired Frank P. O'Brien's interest in The Age-Herald and changed the name of the paper to the State-Herald.

1897. State-Herald acquired by Edward W. Barrett August 1, and the name Age-Herald restored.

1922. Acquired by Frederick I. Thompson in association with the Comer interests, with Mr. Thompson in control as editor and publisher.

organize a stock company, take the Associated Press dispatches and make The Age a full-fledged, up-to-date morning newspaper. This was done and the first real daily paper for Birmingham began its career with the Iron Age Publishing company as its owners and publishers.

In 1884 Frank V. Evans, who had been president of the Age Publishing company, sold his stock therein and began the publication of the Sunday Morning Chronicle, a weekly newspaper. The Chronicle found ready response to its appeal for patronage. After a few months George M. Cruikshank of Talladega purchased an interest and became actively associated with Mr. Evans in the conduct of the Chronicle. With increased growth and development of Birmingham, demand for an afternoon daily was apparent, and Evans and Cruikshank, adding to the firm D. B. Grace, launched the Evening Chronicle, which soon found steadily increasing growth.

Changing ownership and control several times, The Chronicle was finally purchased and consolidated with the Birmingham News, which had been launched in the boom days by Rufus N. Rhodes from Tennessee.

When Herald Flourished

In 1887 W. P. Pinckard, Rufus N. Rhodes, Frank P. O'Brien and others launched the Birmingham Herald, which gave the city a second morning daily. This publication began at a period when the great tidal wave for the upbuilding of Birmingham was at its height. Thousands of capital was invested in the paper and a lavish expenditure of money and the employment of talent soon placed it in the front rank of southern daily newspapers.

Under the strong competing force of the Herald, the Daily Age was forced to change hands, the Watkins brothers and W. C. Garrett disposing of their interest to the Bethea brothers and others. It was soon apparent that the field was not large enough for two morning daily newspapers and consolidation was the only solution of the proposition. The Herald then purchased the stock of the Daily Age and The Age-Herald became Birmingham's only morning daily newspaper.

Shortly after this consolidation Rufus N. Rhodes, who had temporarily suspended the Evening News while actively engaged on the Daily Herald, resumed publication of the News and retired from the morning paper. The News then leaped forward by leaps and bounds under the Rhodes leadership.

Trouble Follows Panic

In 1894 The Age-Herald was forced into the hands of a receiver on account of financial entanglements, and the court appointed Frank V. Evans as receiver. For two years the paper was conducted under his receivership, with Mr. Evans as editor in charge. At the receiver's sale Frank P. O'Brien became the purchaser, but retained possession only a brief period of time.

A number of gentlemen who desired to promulgate a political propaganda—the 16 to 1 idea—about this time began publication of a daily called The State, which had for its editors and publishers Messrs. H. M. Wilson and Charles H. Greer, two well-known Alabama journalists, with the late Col. John W. Tomlinson as principal stockholder and director.

The interest in The Age-Herald that was held for a brief time by Frank P. O'Brien was then acquired by the Daily State and the much-tossed-about, hyphenated morning paper had its name

At The Road's End

With this issue, The Birmingham Age-Herald completes its course. Human institutions, like human beings, come to the end.

But this newspaper, which is an entity in itself, something more than any all of the people who have made it, in contemplate its end in a way no one could do. For some of the people who have made it, with it through this last day, can stand off, so to speak, and consider its life, its meaning.

These people are not merely the paper, as the paper is not merely the people who make it. They can view it, in a measure, then, as the entity that it is, which is about to die. But, paradoxically, being what they are, they are the paper looking upon its end.

* * *

Above all, they realize, in this reckoning, that that which has been good in human life never dies except in a limited sense, but goes on. The Age-Herald will go on in the hearts and minds of the people it has served.

Standing off from itself, it can say in Paul's words, "I have fought a good fight, I have finished my course, I have kept the faith." Certainly those of us who now try, in a way, to stand off from ourselves and see it pass, feel that way. And we feel that way because of

things going far beyond anything any one of us may have done.

For The Age-Herald has had its own life, its own meaning. It has been a living thing in itself, something compounded and created of the devotion and the conscience and the labor of countless people, many still here, many more now gone.

And that which it has been, for the most part, has been good and decent and honorable.

Apart from ourselves—those of us who are here at the end—others, we hope, will make that testimony. To that The Age-Herald aspires, on its last day, even as a man would do likewise.

Always, at time of such passing, there is much heartbreak. There are those who, in the parting, must turn in inescapable disruption and sadness to other things. But one help is that the things that matter most can be seen the more clearly, sought the more earnestly.

* * *

It has been a long course—like to that of a man given four score years.

Two things, above all, The Age-Herald has sought to do throughout that course.

It has sought the truth.

It has sought to serve the public welfare.

The two purposes unite. It is the truth, of course, that serves the public welfare.

That has been a stupendous task. The Age-Herald could not have hoped to meet it except in a very limited, imperfect way. But it has sought faithfully to do its utmost.

Now, as it looks back on its whole course, faces its end, it can hope—

That the spirit of this community is, on the whole, better rather than worse because it has been.

That, because of it, its readers have known more of the truth, understood more of reality.

That it has stood forth honestly for what it believed to be right.

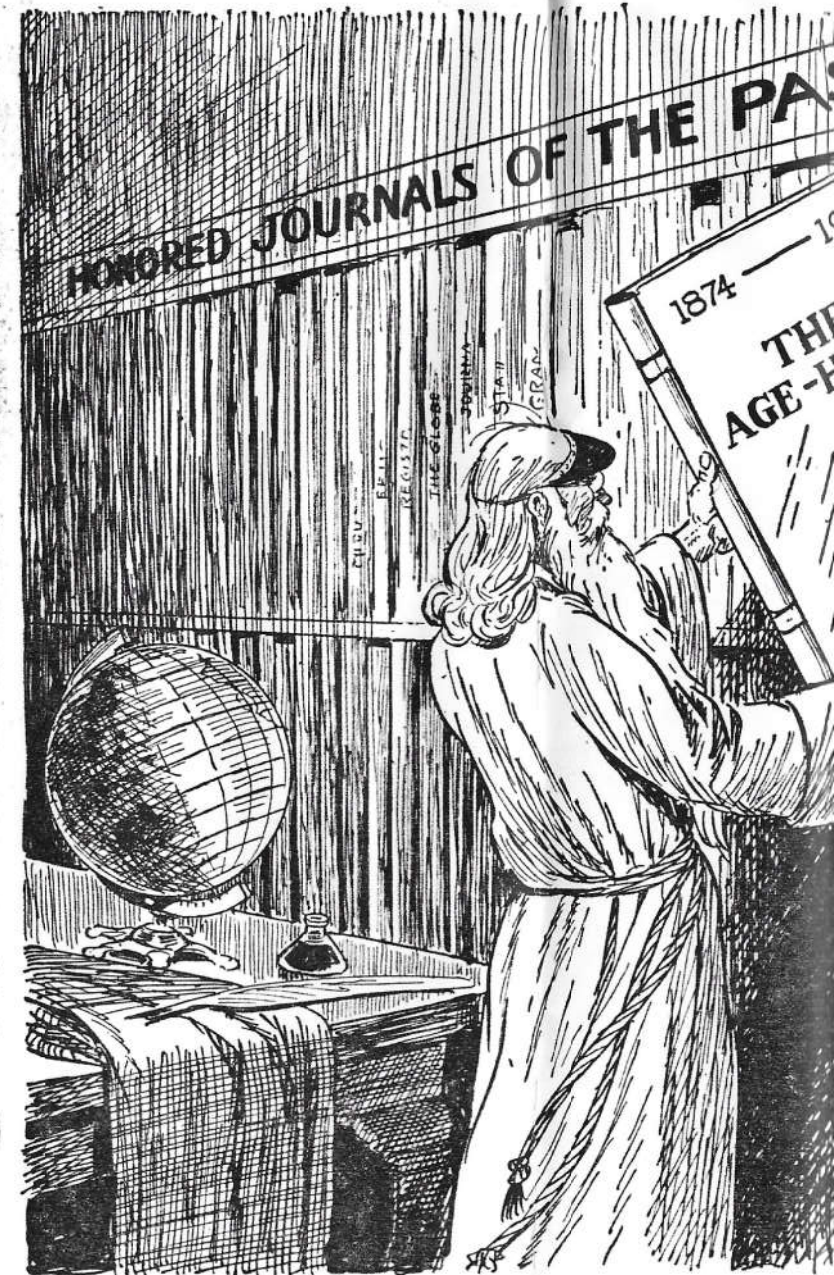
And that our community, our state, our South, our nation—and our world and all mankind—have gained in some measure because of what it has done.

Other papers will now carry on with this task, just as other men carry on always in the place of those who go before. Theirs be the torch to carry high.

In them, it may be hoped, there yet will live something of The Age-Herald.

But apart from that, The Age-Herald, in whatever of good report it has accomplished, will have its own unending life.

'It Belong To History



BASCOM N. TIMMONS

Bham - Newspapers
April 8, 1933 (6)

THE BIRMINGHAM AGE-HERALD

Times Have Changed In Age-Herald Growth



Times have changed since The Age-Herald was published, as shown above, at 1816 Second Avenue, North. Especially have automobiles and styles in men's hats changed. The newsboy on the left, who used a bicycle to get around, an old American custom, is unidentified. Next, reading from left to right, are C. H. Hicks, stereotyper; Frank (?) Bivins, assistant pressman; Pete Good, pressman, driver of the contraption; J. K. Patterson, an employee; George Britton, circulation man; Bruce Sommerville, advertising collector; H. S. Ryall, circulation manager and later city clerk; E. C. Tobin, accountant, now with McConnell, White & Terry and owner of the picture, and another unidentified man about town.

[See next page for article that goes with above photo](#)

Purchase Of Newspapers By Present Owners Made In 1927

Editor's Note: This is the sixth and final article giving the history of The Birmingham Age-Herald. Pictures for The Age-Herald history were collected by Bob Baker, with the courtesy of the following owners of photographs: Mrs. W. C. Garrett, Mrs. J. Stanton Jones, Mrs. Margaret R. Allen, Mrs. Bettie Burnwell, Mrs. Alfred Luckie, Mrs. Victor M. Randolph, Charles Roberts and Joseph F. Johnston, Jr. Persons giving valuable information to Mr. Bob Baker were Mrs. John B.

Reid, Mrs. H. S. Ryall, Mrs. Fay Miles Benton, Mrs. H. G. Band, Mr. Band, D. B. Grace and Leonard Button.

BY JOHN N. BAKER

In October, following E. W. Barrett's death, 1922, The Age-Herald was purchased from Mrs. Barrett by Frederick I. Thompson, former Gov. B. B. Comer and Donald Comer. Thompson became editor and publisher.

Thompson was a thoroughly trained newspaper man. He was born in 1878 in Aberdeen, Miss., and before he acquired The Age-Herald he was editor of The Mobile Daily, The Mobile News-Item and The Montgomery Journal. He still owns The Montgomery Journal.

When Thompson was editor, The Age-Herald contributed to the advancement of many public projects. Chief among the policies advocated were the abolition of the convict-lease system, the strengthening of the prohibition laws, the efficient administration of a defined good roads policy, and the further protection for the people of Alabama of the vast assets presented in Muscle Shoals. It also cooperated in the fight to stop the activities of the Ku Klux Klan, then rampant in Alabama.

On June 1, 1927, there appeared the following announcement in The Birmingham Age-Herald:

Notice Of Purchase

"On March 7, 1927, the undersigned purchased the controlling interest in The Age-Herald from Messrs. B. B. Comer, Donald Comer and F. I. Thompson, with their full knowledge and approval that he was acting in the interest of The Birmingham News Company, and that the property would be turned over to The News on June 1.

"This day the undersigned has transferred all his rights, title and interest in and to The Age-Herald to The Birmingham News Company. These two great newspapers will be combined and both will be printed from the modern plant of The News.

"The combination of The Age-Herald and The News—The South's Greatest Newspaper—is a notable event in journalism in the South in line with the progressive spirit of this section. The bringing together of two splendid newspapers brings to Birmingham many economic advantages, which will be shared in by both readers and business. It is not an uncharted sea, but a well-known fact that the consolidation of two great newspaper properties will broaden the influence of each for the betterment of the community, and in a like degree bring a greater measure of responsibility to the owners and the management.

"E. D. DEWITT."

In the same issue of The Birmingham Age-Herald, namely, June 1, 1927, there appeared this announcement by Victor H. Hanson.

Assumed Ownership

"Beginning with this issue The Birmingham News formally and publicly assumes ownership and control of The Birmingham Age-Herald. Future issues of the paper will be printed in and issued from the plant of The News. The week-day editions of The Age-Herald will continue under the same name. The Sunday edition will be merged with the Sunday edition of The News, beginning with the coming Sunday, though the consolidated paper will carry the title lines of both papers.

"Every effort will be made to make the morning paper all that Birmingham could expect of its oldest newspaper. Improvements will be made from time to time. With a full 24-hour, seven-day-a-week service of The Associated Press, in actual operation for the first time in Birmingham, the opportunity for making a great newspaper, morning, evening and Sunday, is almost unlimited. By the past performance of The News, the public may judge what the future of the property is likely to be.

"Without in any way depreciating the news content of the newspapers, rather improving it in many respects, numerous economies in operation can be effected through the use of one plant instead of two. In addition, the joint operation will add efficiency and serve to improve the product. These economies, according to plans already well-advanced, will be passed along to the reading and advertising public, through the establishment of low rates for joint use of the two papers both by subscribers and advertisers.

Same High Purposes

"The same high purposes that have actuated the management of The News in the past will be continued. Increased responsibilities to serve the people of Birmingham and Alabama are recognized and appreciated by the management, with full determination that the power and influence derived will be used to serve, but never to oppress. The only aims and ideals that shall govern the operation of the properties will be to publish the best possible newspaper, morning, evening, and Sunday, and to promote faithfully and well the development of Birmingham and of Alabama, materially and culturally."

The present staff of The Birmingham Age-Herald is composed of: Victor H. Hanson, president and publisher; James E. Chappell, vice president and assistant to the publisher; John C. Clark, secretary and treasurer; Charles A. Fell, managing editor; G. C. Biggers, advertising manager; Don R. Davis, circulation manager, and W. A. Carns, mechanical superintendent.

Today The News-Age-Herald building at 2200 Fourth Avenue, North, and its equipment is valued at approximately one million dollars.

The News-Age-Herald building is divided into six working floors. The basement is occupied by the four huge presses; the business offices are on the first floor; the balcony is used for the circulation and classified advertising offices, and on the second floor is found the entire editorial department.

Publisher's Office

The publisher's office is on the third floor along with the engraving and photographic studios and the display advertising offices. The composing room and stereotyping department make up the fourth floor.

Two of the presses in the basement are five-deck Goss presses, with capacities of 72,000 papers an hour, each up to 24 pages, or 36,000 an hour, each of from 24 to 40 pages. The third is a six-unit Scott press, with a similar capacity.

The other press used by The News-Age-Herald is a single width, quadruple Goss press with a capacity of 36,000 16-page papers an hour. It is used exclusively for color work.

The News-Age-Herald also owns 27 linotype machines, 22 of which are for setting type for news, and the other five for advertising matter. It also operates two Ludlow casting machines and three monotypes.

The equipment of the composing room is valued at about \$350,000, including \$16,000 worth of metal used continually for casting. The engraving is valued at about \$6,000.

Thus, from a small beginning, dating back approximately 50 years, The Birmingham Age-Herald has grown

April 4, 1933

THE BIRMINGHAM AGE-HERALD, TUESDAY, 'AP

AGE AND HERALD MERGED AFTER A. P. SERVICE SUIT

Sharp Articles Caused By Court Clash; History Is Continued

Editor's Note: This is the second of a series of articles giving the history of The Birmingham Age-Herald. The third article will appear in an issue of this paper at an early date.

BY JOHN N. BAKER

Less than 10 days after its advent, on Aug. 3, 1881, The Daily Herald clashed in court with The Birmingham Age, the latter filing an injunction suit against the former.

This suit was brought about, according to reports, with charges that The Associated Press broke its contract with The Age for \$2,500 paid them by The Daily Herald.

In The Birmingham Age of Aug. 11, 1887, an editorial entitled "A Look Ahead," stated The Age had been deprived of Associated Press service because of certain efforts of The Daily Herald, but had established private telegraphic connections and would serve the public the same as ever.

Herald Wins Suit

In connection with this same suit, The Birmingham Age of Aug. 14, 1887, printed a bit of doggerel. It ran:

"Poor Herald, doomed to tumble and
toss,
The same old stone that gathers no
moss,

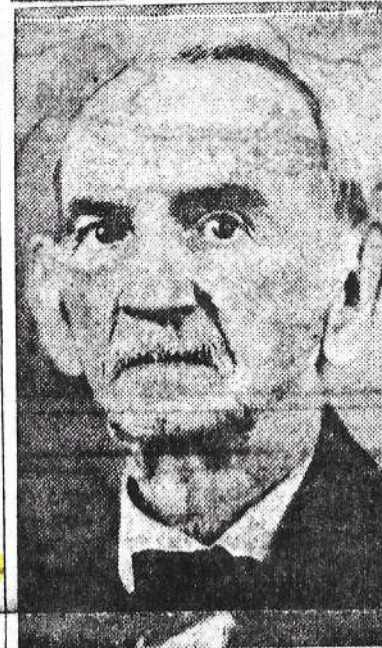
If you try to impose on democracy
with such lubber tricks,
You will sure catch it some day like
a thousand of bricks."

But in spite of this prophecy The Daily Herald did not "catch it like a thousand of bricks." Instead it won the injunction suit, and with the benefit of Associated Press service, improved its paper rapidly.

The Age, on the other hand, seemed doomed for failure. Then, on Nov. 8, 1888, The Birmingham Age and The Daily Herald consolidated to form The Birmingham Age-Herald, a paper which successfully withstood all competition until June 1, 1927, when bought by Victor H. Hanson, owner and publisher of The Birmingham News.

The offices of The Age-Herald were located at 1813 Second Avenue, North, in 1888.

The Birmingham Age-Herald is now being published under joint



Age-Herald and The News supported the gold standard.

Johnston was born in North Carolina in 1843. He moved to Alabama when he was 17 and was attending high school at Talladega when the War Between the States broke out. He served through the war, being wounded four times.

At the end of the war he returned to Alabama, studied law at Jacksonville, and was admitted to the bar in 1866. He then moved to Selma, and practiced for 17 years.

Johnston moved to Birmingham in 1884 and was president of The Alabama State Bank for 10 years, resigning voluntarily in 1894.

In 1896 Johnston was elected governor of Alabama and was unanimously nominated for a second term and was elected in 1898.

In 1907 he was elected as a United States Senator and then reelected. Johnston was active in the affairs of Congress until his death in 1913.

In the early part of 1896, The Daily State bought The Birmingham Age-Herald at a receiver's sale conducted by F. V. Evans. When The Daily State had absorbed The Birmingham Age-Herald, the name of the paper was changed to The Daily State Herald.

Immediately after this purchase, at the invitation of Gov. Johnston, J. A. Rountree, Sr., until then editor of The Hartselle Inquirer, moved to Birmingham and purchased the controlling interest in The Age-Herald Publishing Co., publishers of The Daily State Herald.

Mr. Rountree was born at Hartselle, Ala., on March 22, 1867. He edited The Hartselle Inquirer at the age of 19 and was active in politics.

He kept his interests in The Age-Herald Publishing Co. until August 1, 1897, when he sold them to E. W. Barrett. Then he organized the Rountree Publishing Co., Birmingham, which he still operates.

This publishing company then published The Dixie Home, a literary monthly, and also the Dixie Manufacturer, an industrial magazine which is still being printed.

In addition, Mr. Rountree is director-general of the United States good roads movement.

The Daily State Herald of May 17, 1897, said:

"At a meeting of the directors on yesterday, Col. Joseph Hodgson, Mobile, tendered his resignation as editor-in-chief of The Daily State Herald, and Mr. H. M. Wilson, of The Daily State Herald was elected to fill the vacancy caused by said resignation.

"The said owners of The Daily State Herald are: J. W. Tomlinson, president; J. A. Rountree, general manager; Nathan L. Miller, L. V. Clark, C. A. Mountjoy, H. M. Wilson, Joseph Hodgson, C. H. Greer, and J. T. Willett.

Article continues
onto next page

News, but still appears regularly each week day morning.

Education Urged

During its first few months of existence, The Age-Herald spent much time in advocating education for girls and later succeeded in sponsoring the building of the Birmingham Girl's Industrial Home. The paper also continually played up the importance of Birmingham's natural resources.

The honor of having sold the first copy of The Birmingham Age-Herald on the streets of Birmingham belongs to Bob Baker, now a veteran employe of The Birmingham Electric Company, and living on the Huffman Road.

Bob Baker carried paper routes on The Iron Age, The Birmingham Age, and The Daily Herald.

When The Birmingham Age-Herald was founded, according to an article by M. B. Morton, a former reporter, in The Silver Jubilee Edition, Col. W. P. Pinckard was one of the chief stockholders. Capt. F. P. O'Brien was general manager; R. Warnack, business manager; R. H. Yancey, editor, and W. L. Hawley, telegraph editor.

W. P. Pinckard, in addition to his work on The Birmingham Age-Herald, was a lawyer and was a pioneer in development of many mills surrounding Birmingham.

Pinckard was born in Chambers County, Ala. He graduated from Howard College, and then studied commercial and constitutional law at the University of Virginia.

He was admitted to the Alabama bar at Opelika and practiced successfully for several years. He came to Birmingham in 1886. He was the majority owner and directed the policies of The Age-Herald from 1888 to 1894, when he sold his interests.

Capt. F. P. O'Brien was a contractor, builder and editor. He was born in 1844 in Dublin, Ireland. He fought through the War Between the States and became a captain in charge of a group of scouts. He brought the first steam machinery for making brick to Birmingham and had extensive real estate interests here.

The Birmingham Age-Herald prospered from 1888 until 1894. Then, because of inadequate finances, The Age-Herald was placed in the hands of a receiver, F. V. Evans, former president of The Age Publishing Company.

Another Paper Founded

On March 24, 1895, The Daily State was founded by Joseph F. Johnston and associates. The Daily State was founded by Johnston purely for political reasons, and supported the free silver wing of the Alabama Legislature. The next year, on this

WILLIAM C. GARRETT FRANK V. EVANS

TWO MEN associated with the early history of The Birmingham Age-Herald are shown above. It was under them that publication of The Birmingham Daily Age was begun 51 years ago. Evans is still living here, while the widow of Garrett, who came to Birmingham as a young lawyer from Greensboro, is also still a resident of the city. Mr. Evans was connected with the paper intermittently over a long period of years and today is living full of memories and honors at 2916 Tenth Avenue, South.

platform, Johnston was elected governor of Alabama. Incidentally, The

"It is the purpose of its owners to make The Daily State Herald the leading morning paper of the South. Its circulation has already grown to be larger than any other paper in Alabama and is fast extending in the adjacent states."

J. W. Tomlinson, president of The Daily State Herald in 1897, was born

in 1859 at Russellville, Jefferson County, Tennessee.

Mr. Tomlinson began law practice in 1883 in Birmingham. He was chairman of the Democratic State convention in 1898 and in 1896 and 1900 was a state delegate to the National Democratic convention. He ran for governor of Alabama in 1900.

(To Be Continued Tomorrow)

THE BIRMINGHAM

NAME OF AGE-HERALD RESTORED BY BARRETT

Air Of Prosperity Added To Paper By "Front" Of Publisher

Editor's Note: This is the third of a series of articles giving the history of The Birmingham Age-Herald. A fourth will appear in an early issue of this paper.

BY JOHN N. BAKER

When E. W. Barrett secured a controlling interest in The Daily State Herald in 1898 he paid only \$356 in cash for it, but assumed a large indebtedness. Upon assuming control of The Daily State Herald, he immediately restored the paper's rightful name, The Birmingham Age-Herald.

Oscar Underwood, Alabama congressman at Washington then, and later senator, suggested Birmingham as a good place for a paper to Barrett, and was thus indirectly the cause of Barrett's work with The Age-Herald.

Barrett came to Birmingham with a brilliant record as a newspaper man, most of it achieved in Washington as a correspondent of The Atlanta Constitution, and other Southern newspapers. He was sent to the Orient as a war correspondent for the Japanese-Chinese fight.

It was apparent that Barrett believed The Age-Herald should assume an air of prosperity. Accordingly, he immediately bought two beautiful black horses and a Victoria coach to ride in. As a result the credit of The Age-Herald and also his credit grew by leaps and bounds.

Quotes William Ryan

Regarding the condition of The Age-Herald at the time Barrett purchased it, the writer quotes from an article by William Ryan, in The Silver Jubilee Edition of The Age-Herald.

Mr. Ryan says: "The plant was in a ramshackle condition, and it required extraordinary efforts to get The Age-Herald back on its feet once again, and make it a high class, modern newspaper."

"In 1897, the mechanical outfit consisted of only four type-setting machines and a little old press. No one less optimistic or less self-reliant than Mr. Barrett could have built up the property."

As the paper grew Barrett saw the need of selecting good men to help him. He recalled old friends of his growing years and drafted them to the paper.

One of these was N. P. T. Finch, a talented journalist of Atlanta, who became his editor on the new paper in 1898. When Barrett first got the smell of printer's ink in his nostrils he was office boy for Finch on the Constitution.

Finch then had controlling interest in that newspaper, with Henry W. Grady, Sam Jones, Joel Chandler Harris, and others on the editorial staff. In the late 'nineties, Finch, having sold his newspaper stock, came to Birmingham and for 14 years—1898—1912—wrote editorials for The Age-Herald.

Although Finch was born and reared in Pennsylvania, his long residence in the South, at Atlanta and Birmingham, really made him a thorough-going Southerner. He wielded a vigorous and graceful pen. During those first burgeoning years when the United States Steel Corporation was sinking its roots in the district, Finch was a good editorial interpreter for that transitional period and a prophet of the future for Birmingham.

Another of Barrett's old friends and associates who helped in the making of The Age-Herald was William Ryan. Ryan, who came from Richmond, Va., was editorial writer and managing editor from 1903 to 1916.

Ryan was quite a character. He was a charming person, a fluent talker, and would leave his managerial duties at any time to talk of opera in old Baltimore and at Richmond.

One Recollection

One recollection that sticks in the memory of an associate was how he toiled wearily up three floors to the composing room to explain to a careless proofreader that "to the manner born" should be spelled as Shakespeare spelled it, and not "manor"—and the old man, through his asthmatic wheezes, is said to have insisted that to use "manor" would cause the discriminating to grieve.

Barrett taught Birmingham the use of big headlines and an attractive make-up. In the Silver Jubilee Edition of The Age-Herald, Hill Ferguson, now a real estate man, and a former reporter, says:

"In regard to big stories and headlines, The Age-Herald's time 'to shine' came during the Spanish-American War in 1898. There were a riot of headlines—stories set double and triple column, and many extras."

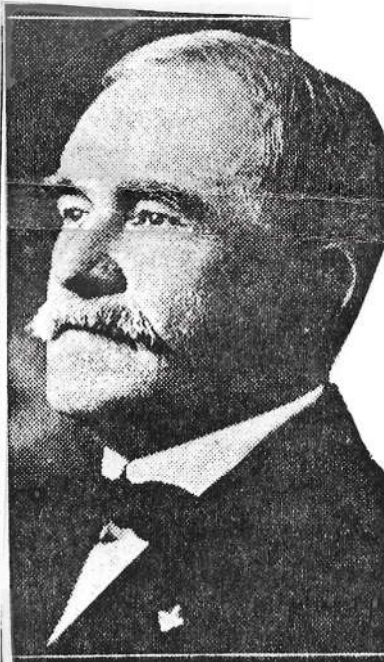
"The blowing up of the Maine, the declaration of war, the departure of Birmingham's own soldiers for the front at Manila, and Dewey's victory at Manila, all afforded excellent opportunity for many good stories, and The Age-Herald supplied them."

No Monday papers were printed in Birmingham during the first 10 years of The Birmingham Age-Herald's existence. Bozeman Bulger, sports writer for The Age-Herald, and a man who later became baseball editor for The New York Evening World, says:

"Once E. W. Barrett and myself got out an extra on one Sunday. At that time Mr. Barrett was city editor on The Age-Herald. We got three or four printers together and managed after much difficulty to print some papers. The occasion was a battle somewhere in the Philippines. We had quite a time of it, and our efforts were well-rewarded with sales."

Barrett was very proud of the make-up of his paper. The first page was devoted mainly to foreign news, the second to state news, and the fifth to local news, exclusively. When a local story was of sufficient importance, however, it was printed on the first page.

Drug store advertising in Birmingham was begun by Barrett. Barrett



JOSEPH F. JOHNSON
JOHN W. TOMLINSON

MEN prominent in other lines of life have been associated in leading ways with the history of The Birmingham Age-Herald. One of them, Joseph F. Johnson, later governor and United States senator, founded in 1895 The Daily State, which later absorbed The Age-Herald, the latter name being resumed after a few years, however. Mr. Tomlinson was a lawyer and active in politics, running unsuccessfully for governor in 1900.

once commended a new drug store which advertised its bargains as a dry goods store would do and the drug store war was on. The old-time druggists were out of sympathy with The Age-Herald, but after they had gotten in line and had seen the stimulating effects that bargains and advertising had on their own business they were delighted.

Advertising Rates Low

Advertising rates during The Age-Herald's early days were ridiculously low. A common practice in the late 'nineties was for two of Birmingham's largest firms to take a whole page for one month.

One firm would run the page three days a week for \$50 a month and the other would run the page four days a week for \$75 a month.

Thus a page in The Age-Herald was bringing a gross sum of \$125 a month.

Barrett, in 1910, moved The Age-Herald from the old building on Second Avenue to a new building at 2109 Fifth Avenue, North, at that time one of the best newspaper buildings in the South. When he moved the paper The Age-Herald had nine type-setting machines and a giant Scott sextuple color deck press.

In 1910 The Age-Herald sponsored the building of the Birmingham Y. M. C. A. and urged improvement of Negro school buildings in Birmingham.

(To Be Continued Tomorrow)