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FINEST NEWSPAPER PLANT IN SOUTHWEST READY

Fort Worth Star-Telegram Will Be Host To Thousands At Three-Day Reception And Housewarming Of Its Million Dollar Home—Practical Newspaper Building That Merits Study

A PUBLIC reception lasting three days and attended by prominent men and women from every part of the United States will mark the formal opening of the new home of the Fort Worth Star-Telegram, wonder paper of the great Southwest, beginning Monday morning.

Designed solely with the one object of turning out a daily newspaper, with first consideration for the practical but at no time sacrificing beauty, this building promises to attract publishers from every section of the country who contemplate the erection of a new newspaper home.

The outstanding feature of the plant that most impresses the visitor is impressed by the great space that has been given to every department and the great investment that has been made in labor-saving devices.

Abundant space, abundant light, every known means of sanitation, every known convenience for comfort — these were the orders given the architects and strictly followed. Viewed at a distance one is impressed with the solidity of the new plant, and the visitor finds it in every department, on every floor.

The building and equipment cost approximately \$1,000,000. The contract for construction was awarded in September of 1919; work on the structure began in January of 1920, and it was occupied December 5 without interruption of any edition.

The exercises arranged for the formal opening of the building will begin Monday and continue Tuesday and Wednesday. They are of such an elaborate nature that the entire affair is taking on the air of a Star-Telegram holiday, not only in Fort Worth but that part of the Southwest in which that news-

paper has made such rapid strides in the last few years.

Practically seven stories are available in this building, although viewed from the exterior there are only four.

The basement contains the three big presses, paper cutters, ink, oil, roller and waste paper storage rooms and an enormous amount of rolls of newsprint paper. The mezzanine floor of the basement is occupied by the mailing department. The first floor is occupied by the business and circulation offices. Between this and the second floor is another mezzanine for other employes of the circulation and business departments. The Star-Telegram executives, cartoonists and editorial writers occupy the second story and on the third is the editorial department, engraving room, photographers' room, artists' and "morgue." The composing and stereotype rooms

occupy the fourth and top floor of the building.

The building, which is constructed of reinforced concrete, faced with a gray granite base, at the grade and up to the second story with limestone. From the second story to the top of the fourth floor the exterior is of high grade pressed brick, trimmed with terra cotta, the cornice being entirely terra cotta. The letters "S-T" are interwoven beneath a large star at the top center. The main entrance is on Seventh street with a side entrance and driveway on Taylor, the driveway coursing the entire building back to Seventh street. The driveway is a distinctive feature, omitted by nearly all newspaper plants. In this area trucks are sheltered while being loaded with mail coming by conveyors from the mailing room and its double entrance averts the necessity of turning around or backing, a time saving scheme.

On the second floor and facing Seventh and Eighth streets are the offices of the executives, cartoonists, editorial writers and two private stenographers' rooms. The floors of these offices are of marbleoid and the corridor of Tennessee marble. On this floor also are the main library, restaurant, kitchen, first aid room and rest room. The woodwork and equipment of the offices on this floor are finished handsomely.

Three elevators are used. One is a high speed passenger, which runs from the basement to the fourth floor. A freight elevator is in the rear of the building and a hydraulic elevator carries the heavy rolls of paper from the sidewalk into the basement. This elevator is operated by a hydro compound united valve and is so constructed that water used in its operation is released to a vacuum tank to be used again.

Every floor is equipped with



spacious and elaborate lavatories which, with running hot and cold water, add to the comfort of employes. These lavatories have tiled floors and the fixtures are of white porcelain. In each of the lavatories are many steel lockers.

A pneumatic tube system connects the basement, first, third and fourth floors. This, with the automatic house telephone system, enables each department to get in touch with each other without a moment's delay. Both systems were installed at great expense. By the tube line, advertising copy is sent from the first floor to the fourth instantly.

The building is steam heated. As much attention was given the heating and air circulation system as to the big presses.

For a building the size of The Star-Telegram, comparatively little wood is used. Steel, concrete, marble, bronze and brick are used almost exclusively, making the plant fire-proof and sanitary. Yet fire hose and hydrants are placed on every floor. The bronze and brass fixtures on the doors and windows are heavy as well as ornamental, a unique departure in newspaper plants, which usually choose the cheaper grade of such fixtures and consequently wear out soon and must be replaced. This idea

of solidity plus elegance is carried out in the plumbing and other fixtures. Scattered about in the halls and offices on every floor are sanitary drinking fountains, another departure in newspaper buildings. They give cold water, making the use of ice unnecessary.

The copydesk, which may be described as the heart of any news room, is worth a few words of definition. The Star-Telegram has just installed a "horse-shoe desk," so-called because it is fashioned in the shape of a horseshoe, but in fact is about semi-

circular. Around this desk six copy readers sit. They edit and write heads on all news, local, telegraph or otherwise after it is dealt out to them by the news editor, or "head" of the desk, who sits in the bend of the shoe. This desk was manufactured especially for The Star-Telegram, is made of mahogany, and above it is a trough lighting system, which throws 400 candle power of light direct on the copy but is softened by glazed glass.

All copy is sent to the composing room by means of pneumatic air tubes.

The men and boys who sell the Star-Telegram

Speaking of cleanliness, it is more than a motto on the Star-Telegram. It is a religion. Believing that cleanliness is a factor in good work, you will hunt the building over without finding a scrap of paper on the floors, or any cigarette ashes or cigar stubs. And the desks are all kept immaculate and spotless. This has been undertaken by the employes themselves, without any orders to that effect, as they take much personal pride in the appearance of their desks and offices.

Go into the average newspaper plant in any State in the Union and the usual scene is marred and scarred desks, battered and rusty cuspidors, cigar and cigarette ashes and stubs; floors littered with copy paper, proofs and newspapers. But you find none of these things in the Star-Telegram.

One might spend a week inspecting the interesting features of the big plant and find something new every day. Some of the features not yet mentioned include 250 windows, broad and long, in the building; shower baths on nearly every floor for employes; rest rooms for women employes; an observatory in the basement which overlooks the big presses and where the visitor can watch the way in which



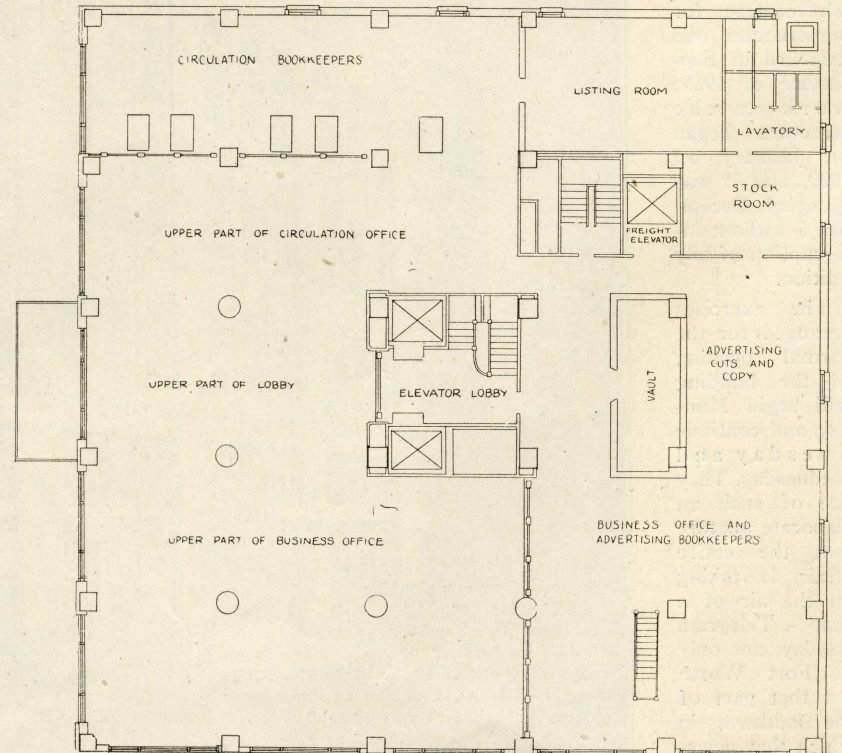
the papers fly through the press at dizzy speed.

The location of the building is ideal. It harmonizes with everything else about the plant. At Seventh and Taylor streets it is in the very heart of the news sources and business sources. The Elks Club faces it on the west and across Seventh street, diagonally west, is the new Anderson Building. The Y. W. C. A. is soon to erect an \$800,000 building on the lot opposite the Star-Telegram on the east. The First Christian and First Methodist churches are within a stone's throw.

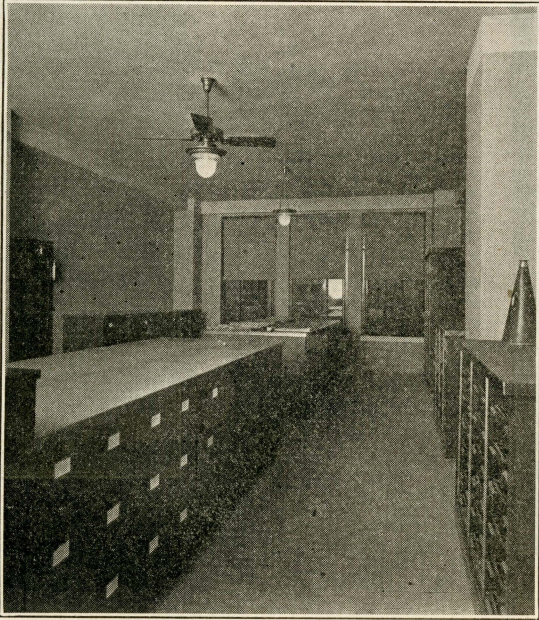
have been well taken care of in this new home. The carriers have a room of their own on the mezzanine floor of the basement. To be exact, they have three rooms, with lavatories and plenty of space to assemble and amuse themselves while waiting for their papers. Ordinarily the poor newsie is forced to wait in an alley or side street in the rain or cold or heat for his papers, but his comforts are all provided for in the new Star-Telegram Building. The newsies' room is kept as clean as the offices of the executives on the second floor.



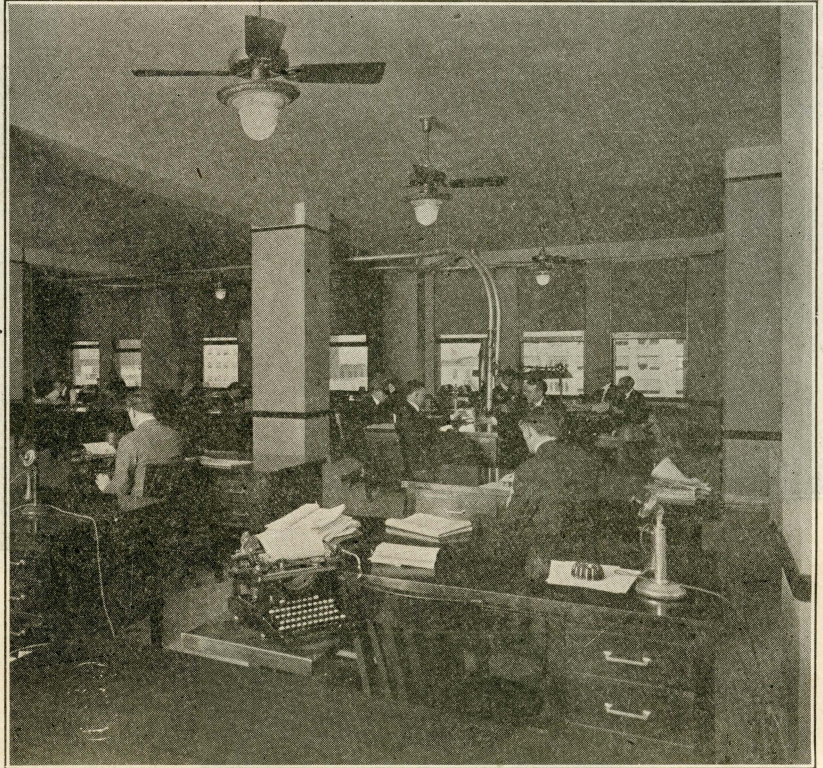
Here we have a corner of the main business office of the Star-Telegram looking toward the first floor mezzanine. This office has been pronounced one of the finest in the country. At the right the plan of the first floor mezzanine is shown. In the center we have a view of the combination library club room which is on the second floor of the building. There is also an up-to-date kitchen and dining room.



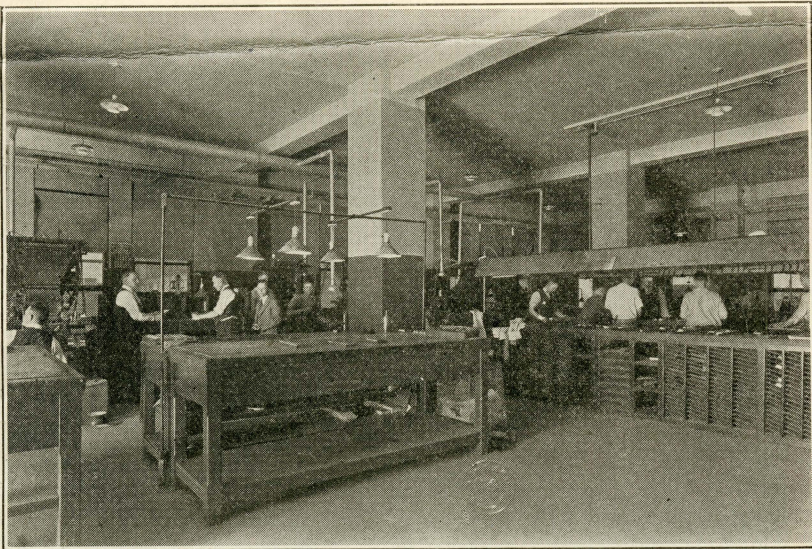
EDITORS HAVE LARGEST OPEN ROOM IN SOUTH



The "morgue" and reference library is adjacent to the artists' room, and is one of the most complete in the country. It is here that all photos and news clippings are filed and card indexed for use, with such careful system that a picture and information relative to any prominent Fort Worth, Texas, or nationally known citizens can be found in one minute, or even less time. A librarian puts in full time keeping the cabinets up-to-date. There are perhaps 60,000 pictures on file. The cabinets are made of steel.

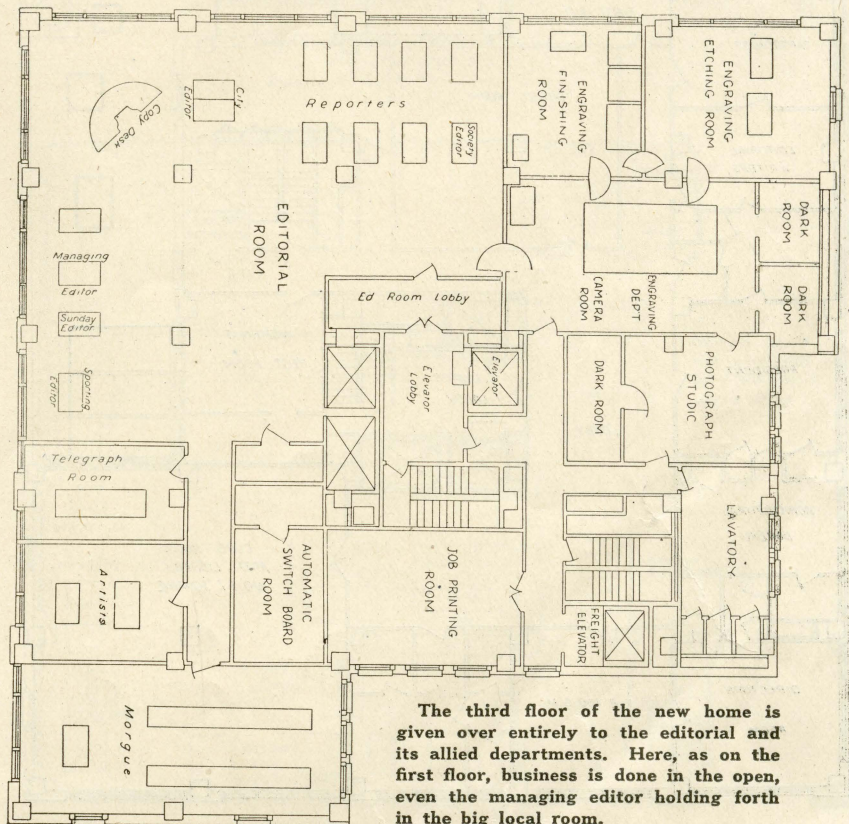


On this floor is the largest open room in the building, which is shown above. It is for the employes of the editorial department and is the largest south of St. Louis. It is here that news copy is prepared and sent to the composing room above, and it is occupied by the managing editor, city editor, society editor, sporting editor, news editor, make-up editor, copy desk, night editors and reporters. Formerly every editor and subeditor on newspapers were given separate offices, but the Star-Telegram has found that desks in the open with partitions eliminated affords closer team work and co-operation. Big windows facing on Seventh and Taylor streets make the room one of the best lighted in the country. On this same floor are the telegraph operators, who occupy a room of their own, deadening the sound of their instruments. There is room for eight operators and much of the time the room is running at capacity.



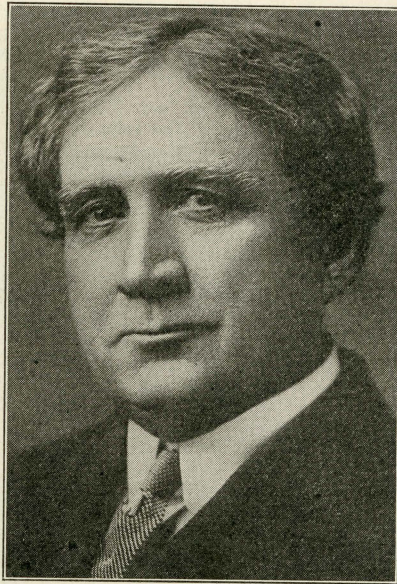
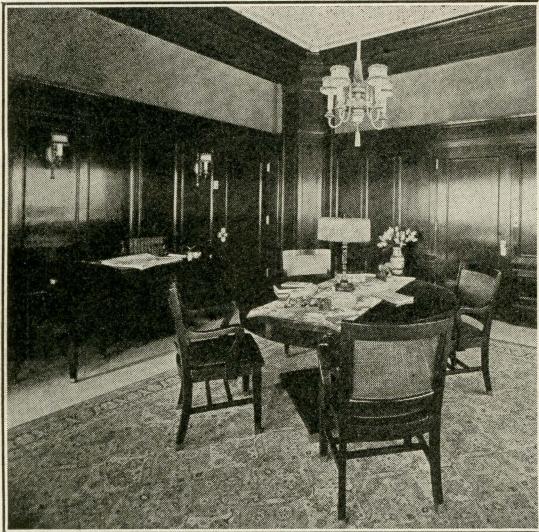
The staff of artists occupy a room next to the telegraph operators. It is their work to prepare the pictures for the daily and Sunday issues, including layouts and the rotogravure section.

The telegraph room was specially constructed for the Star-Telegram. The art metal table (at left) accommodates eight operators.

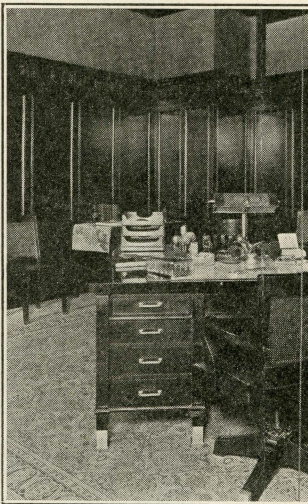


The third floor of the new home is given over entirely to the editorial and its allied departments. Here, as on the first floor, business is done in the open, even the managing editor holding forth in the big local room.

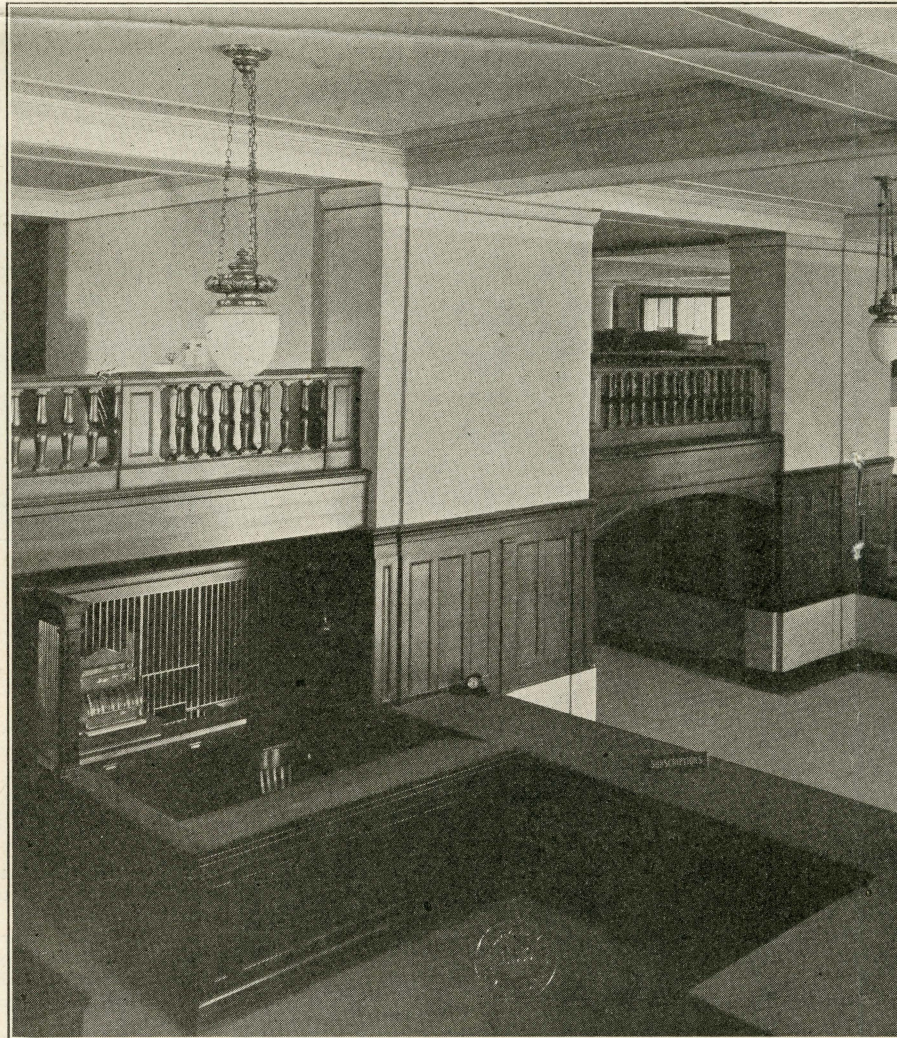
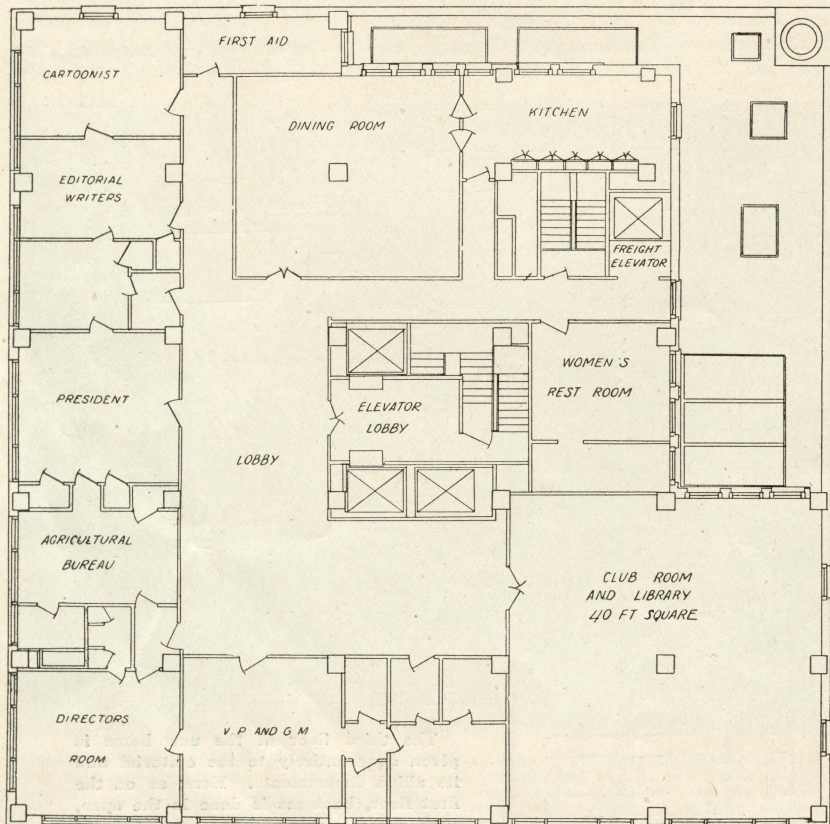
SUCCESS IS WRITTEN LARGE IN LIVES OF FOUR MEN WHO HAVE CO



Col. L. J. Wortham, at the left, is editor and directing head of the Star-Telegram. Interwoven by threads of daily contact the success of one marks the crowning achievement of the other. His office is shown at the right.

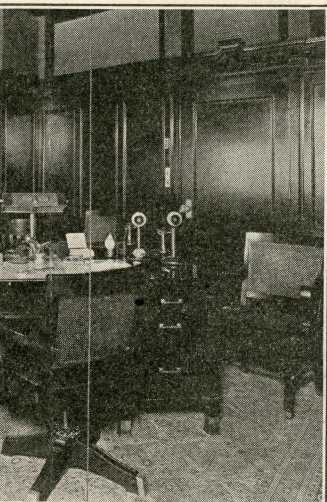


A. L. Shuman, at the left, the advertising manager, has his office in the large room at the right—that is where the business of the Star-Telegram is transacted. Above, at the extreme left, a corner of the directors' room is shown; below is the plan of the second floor.

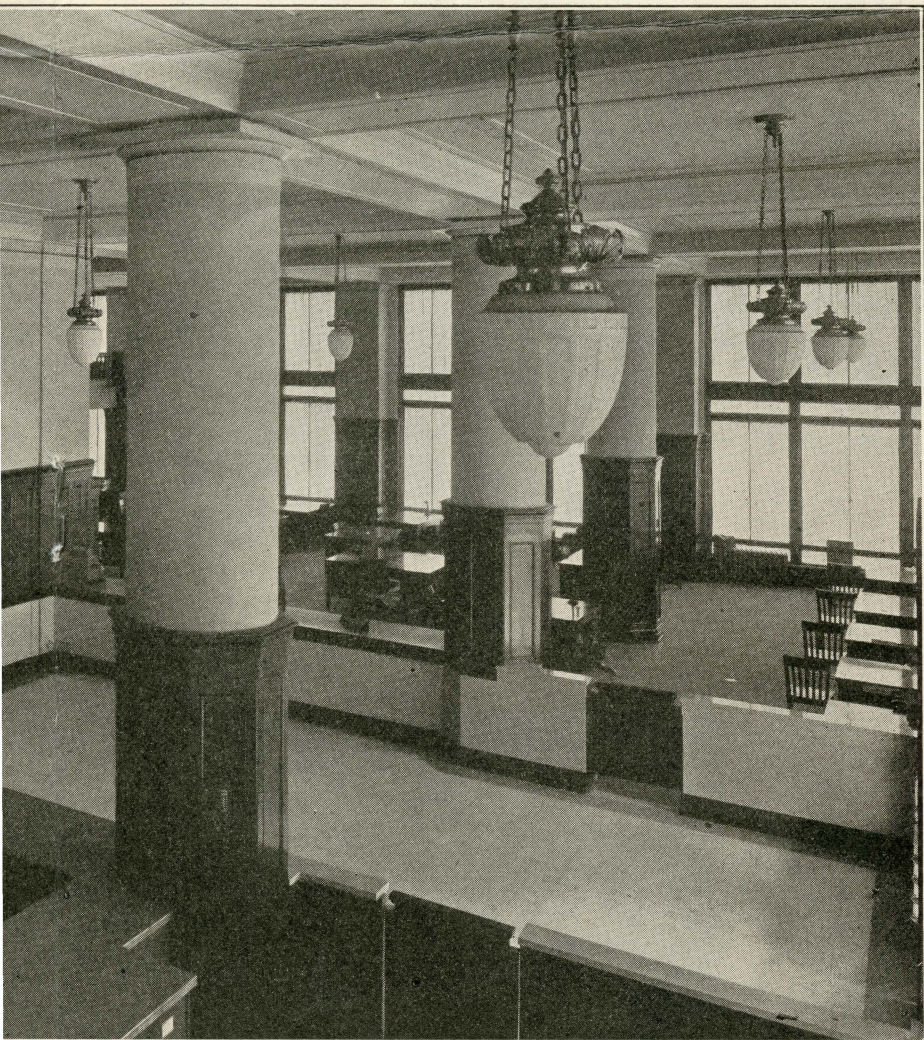
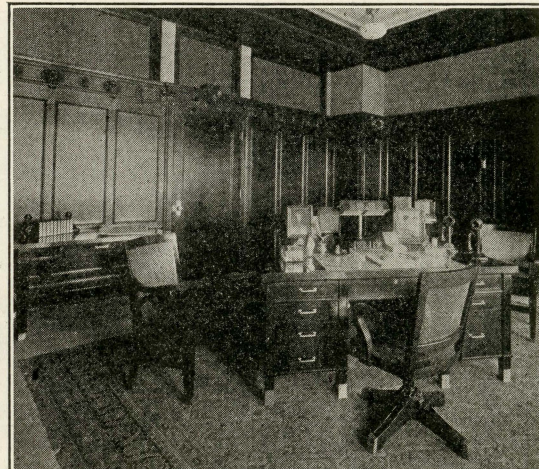
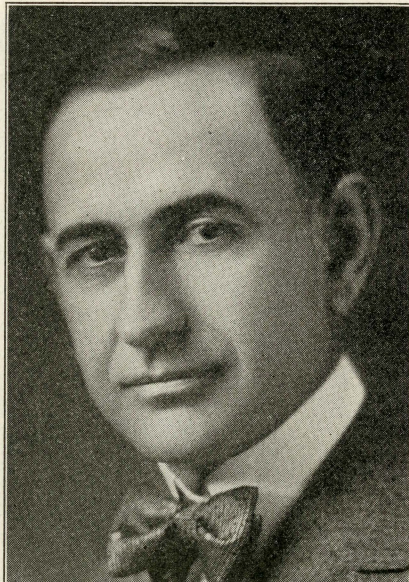


WIDE marble steps lead into the lobby of the first floor and outside above the steps is a large heavy bronze fixtures. The floor of the lobby is of Tennessee marble, and is kept as white as snow. The Telegram Building is the circulation department and on the right the business office. There are many desks and typewriters. Every desk and every branch of every department is in the open. On either side of the business and circulation departments is of cork and there is practically no sound in walking. High and wide windows extend to the ceiling, and the same style of furniture is used throughout. High and wide windows extend to the ceiling, as well as ceiling fans. The mezzanine floor of the business-circulation department is also installed addressing machines for the country circulation department as intricate and interesting as the linotype machine. These addressing machines are "set" to

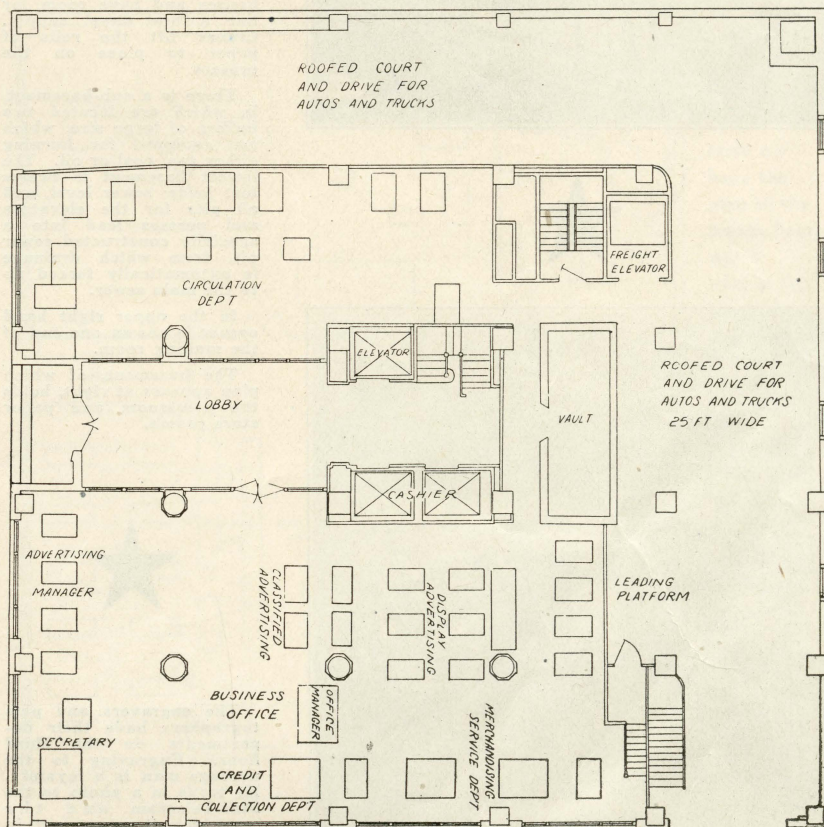
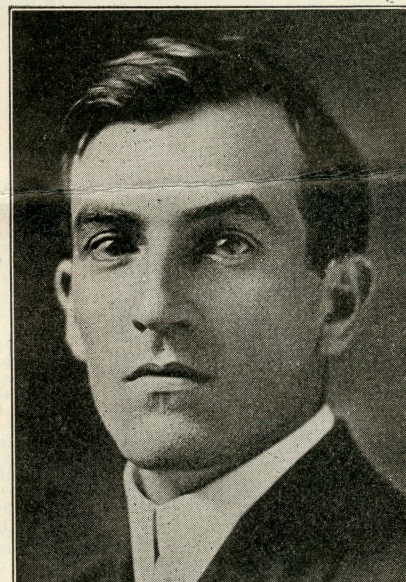
E CONTRIBUTED MUCH IN MAKING NOTABLE NEWSPAPER INSTITUTION



Amon G. Carter, at the right, is vice-president and general manager and first assistant to the chief of Fort Worth's great daily. His office which is also on the second floor is shown in the picture at the extreme right.

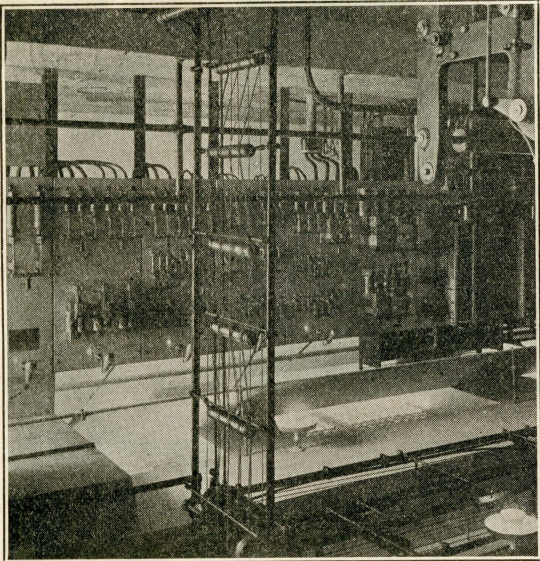
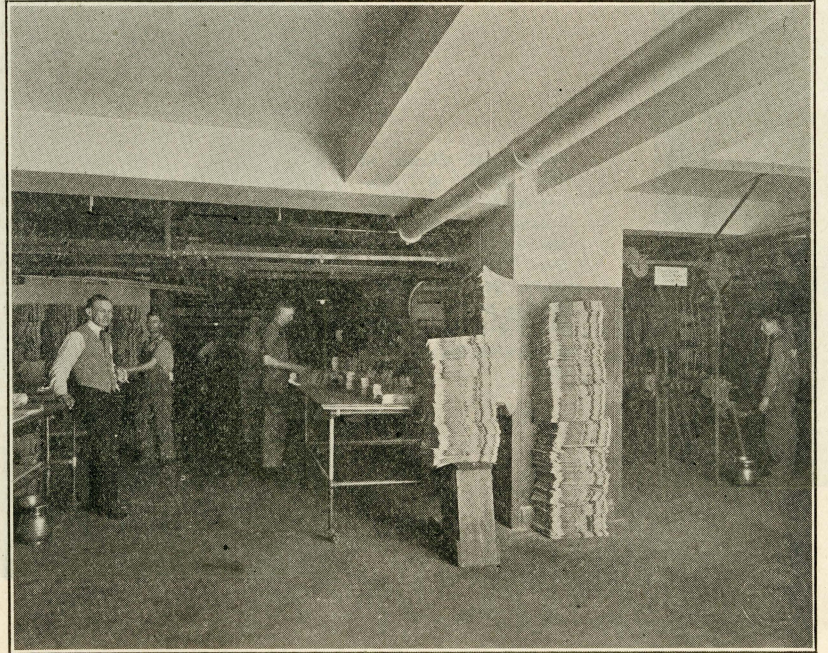
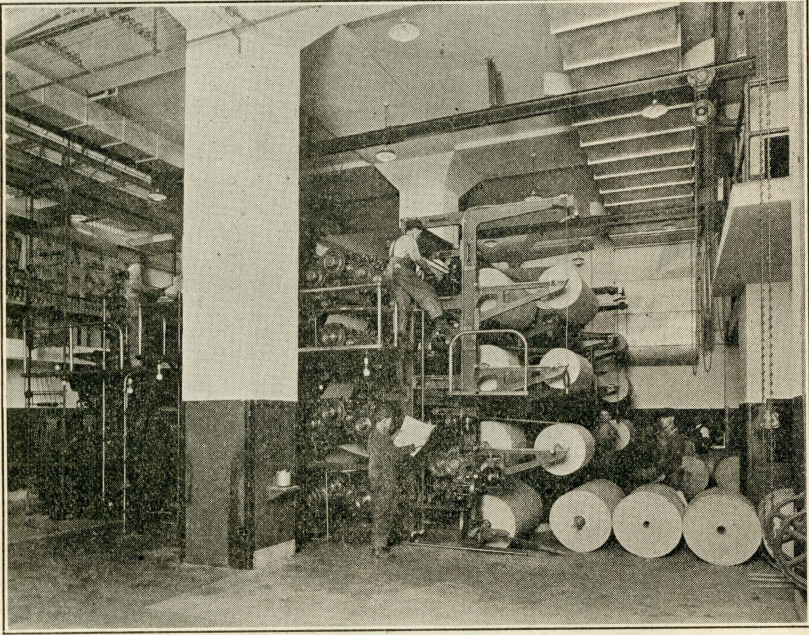


No small part of the Star-Telegram's success is due to the fact that cost has never counted to get "all the news." The managing editor, James M. North, Jr., shown at the right, has played an important part in its success. Below are the plans of the first floor.



is a large electric light with the familiar letters "S-T." The doors are huge, glassed and with... There are no separate rooms, cubby holes, partitions or cages, the old style in office construc... side of the corridor is a long counter where customers are promptly waited upon. The floor of... in walking upon it. Every desk and table is new, not only in these two departments but in all... extend the length of this floor, affording ample light throughout. Elegant ceiling light fixtures... circulation departments is used by clerks of both, and here also is located a huge vault for the... circulation, these devices working automatically, having almost seeming human intelligence, and... "set" to throw out the name of a subscriber when his time expires and they never fail.

MANUAL LABOR AT MINIMUM IN PRESSROOM



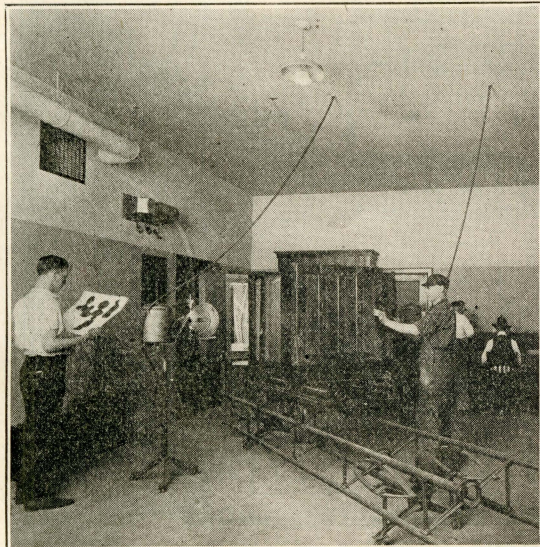
The Star-Telegram's battery of presses, shown above, consists of two Goss octuples and one Goss quadruple, the latter for the comics, all three being manufactured especially for the Star-Telegram. There is still room for four more octuples. A control board regulates the speed of the presses. A conveyor, the only one of its kind in the South (at left) carries the papers as rapidly as they come from the press to the mailing room, where they are delivered counted. This conveyor is operated by the press power.



There is space in the basement for 350 tons of white newsprint paper (at right). Most newspaper plants keep the bulk of their white paper in storehouses and have room for but a few days' supply. Cranes lift the rolls of paper to place on the presses.



There is a sub-basement, in which are located two boilers of large size, which are equipped for burning either gas, coal or oil. The lowest basement is twelve feet below sewer level, and all pits for the elevators and presses lead into a specially constructed sewer pit, from which drainage is automatically forced up to the main sewer.

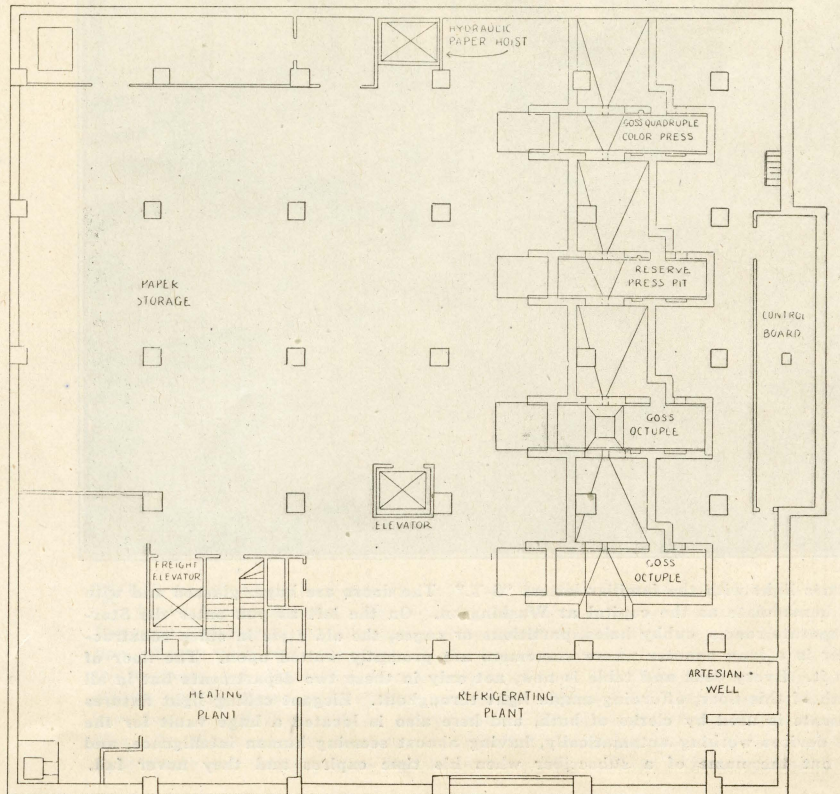


In the upper right hand corner is shown one end of the mailing room.

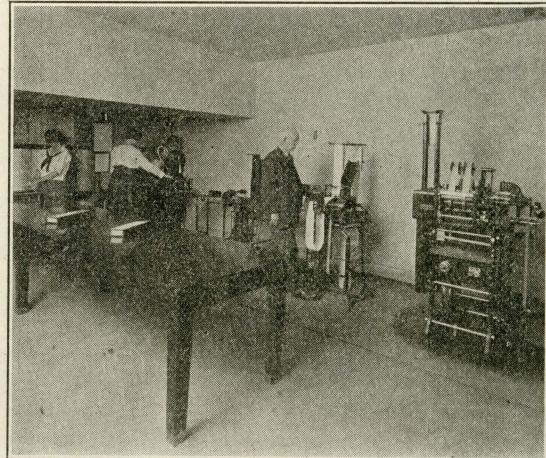
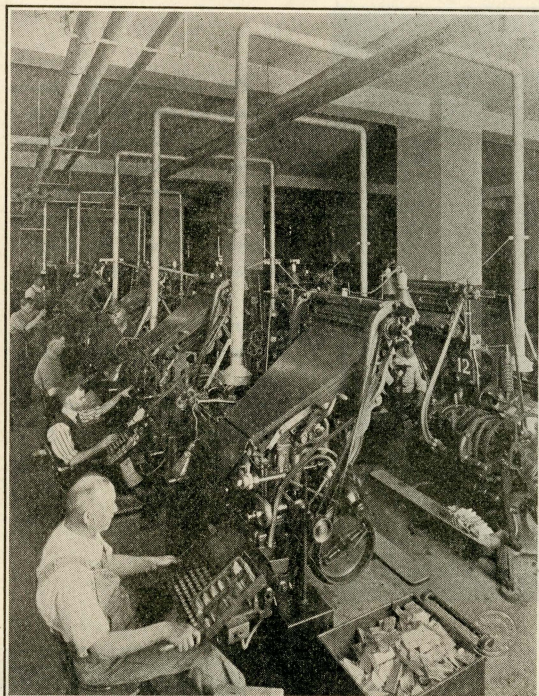
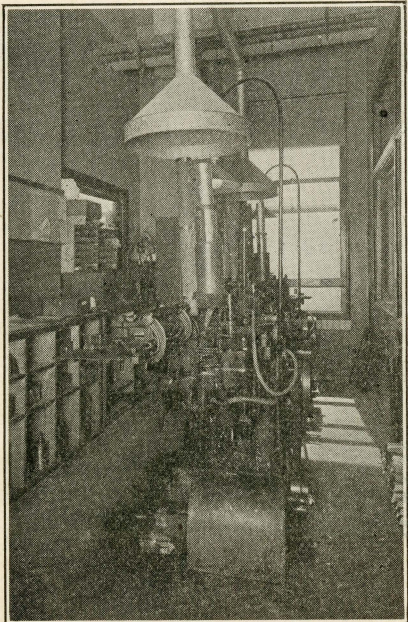
The basement, of which plan appears at right, holds the pressroom and paper store rooms.



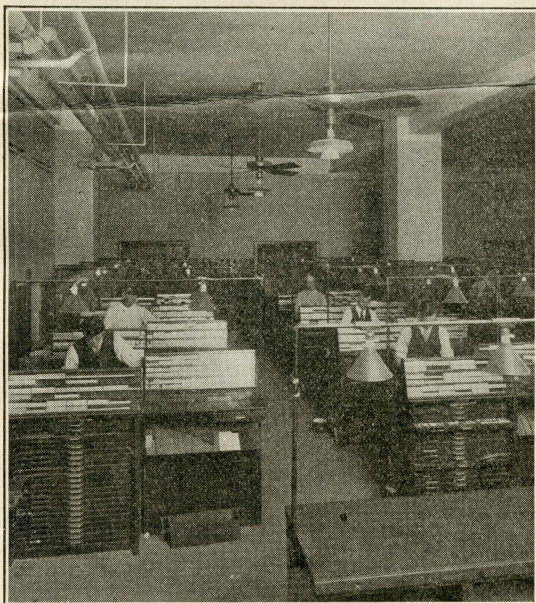
The engravers and photographers have their departments on the third floor. Engraving to the average man is a mystery. He turns in a photo to the Star-Telegram and the same day it comes out in print.



LIGHT AND AIR APLENTY IN MACHINE ROOMS



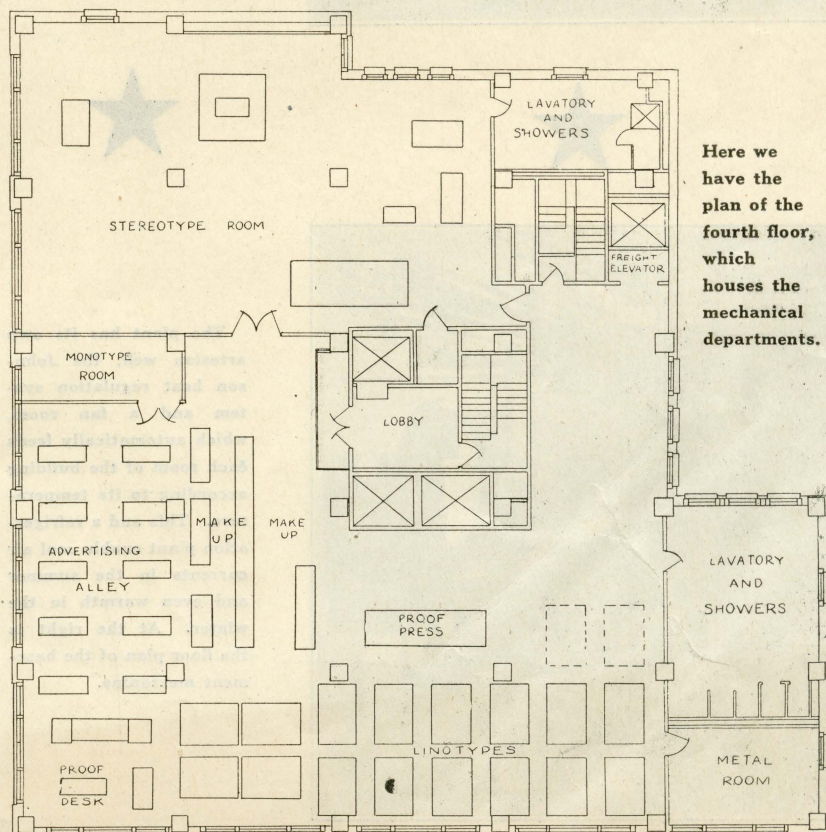
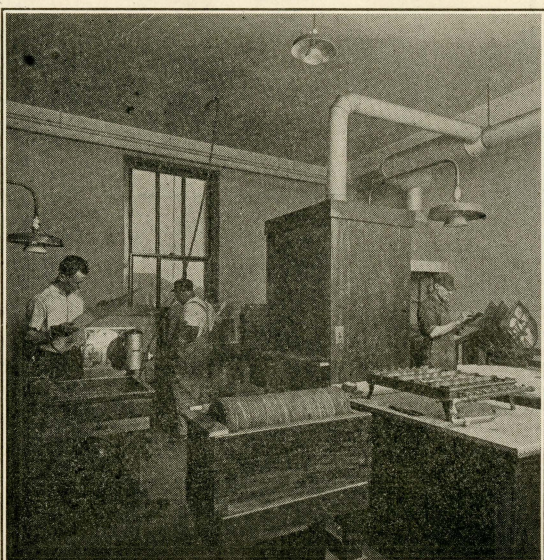
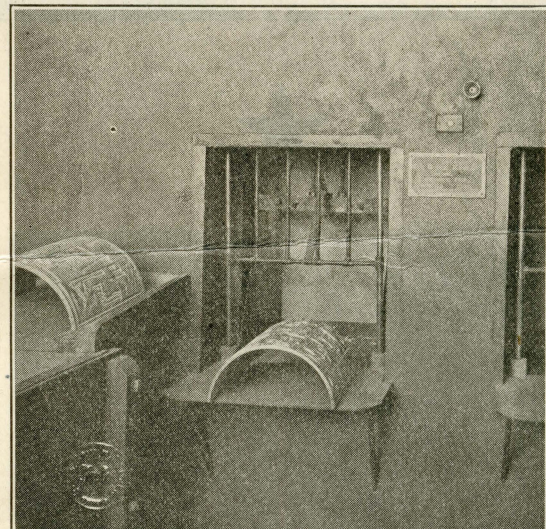
In the sound proof addressing room pictured above, the machines keep the subscription lists up to the minute and do almost everything but talk.



The fourth and top floor contains the composing room, both for news and ad copy, and the stereotyping department. Twelve linotype machines are arranged close to the long stretch of windows, so that operators may have the best of light. Many of these machines are new and of course, are the latest models. There is not an antiquated piece of machinery in the whole plant. Most of the heads are set on a monotype of latest design. There is another copy desk here, over which presides a "copy cutter," who divides the news copy into takes for the printers. His desk, the proof desk, all of the type cases and overhead shelves are of steel.

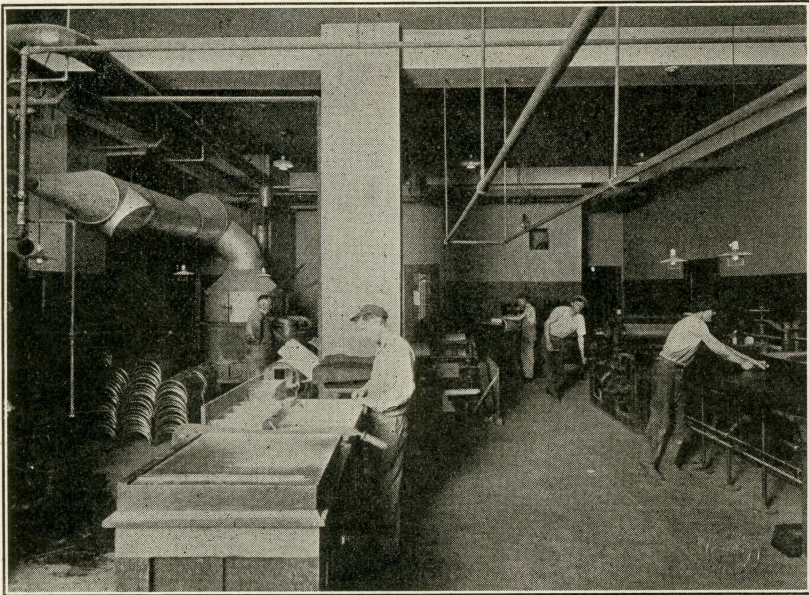
There is plenty of room in the composing room for additional linotype machines whenever required.

At right is shown the pneumatic drop from stereotyping to pressroom.

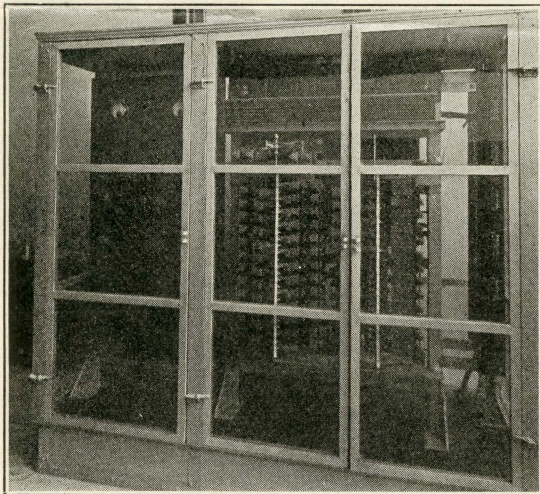
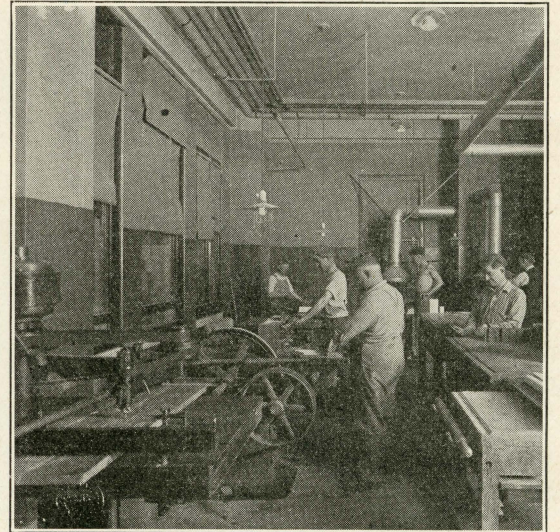


Here we have the plan of the fourth floor, which houses the mechanical departments.

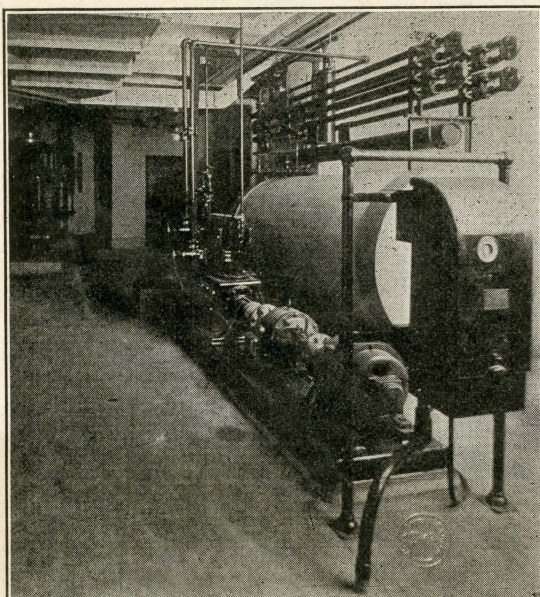
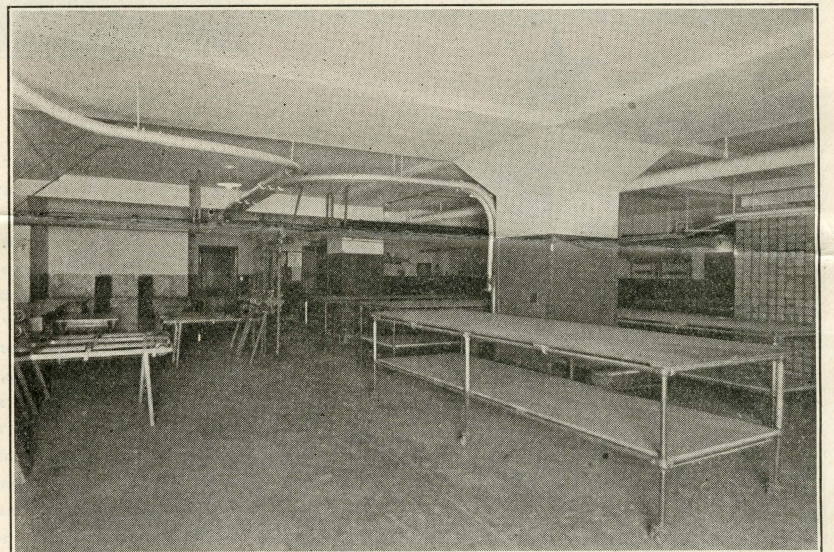
THERE IS NO CROWDING IN ANY DEPARTMENT



The stereotypers have plenty of room in their department. Usually stereotypers are shoved off into some corner with barely room in which to turn around, but with the installation of all their machinery they are still far from crowded. Four steam tables, auto caster, metal pot, trimmer, shaver and casting boxes make up the principal stereotype machinery.



At the left is shown the nerve center of the plant—an automatic controlled switchboard through which 50 house telephones are operated. At the right is a corner of the great mailing room.



The plant has its own artesian well, the Johnson heat regulation system and a fan room, which automatically feeds each room of the building according to its temperature. This and a refrigeration plant enable cool air currents in the summer and even warmth in the winter. At the right is the floor plan of the basement mezzanine.

