Announcing... the dedication of one of the world's finest newspaper plants... the Minneapolis Star and Tribune... circulation 585,000 Sunday, 465,000 daily in America's Upper Midwest
Minneapolis Newspapers
Dedicate New Building
By George A. Brandenburg

Minneapolis, Minn. — Dedication of the new Minneapolis Star and Tribune building here during the past two weeks has stressed not only the responsibilities of a free press at home and abroad, but has demonstrated, also, how to be a "good neighbor" in the community served by the Cowles Newspapers.

With press and educational leaders developing the general theme of "The Newspaper in a Free Society," dedicatory ceremonies have tapped a wide variety of facets designed to make readers more conscious of the Star and Tribune in their daily lives.

The public, in turn, has visited the new plant under all the glamorous settings of a Hollywood premiere, including neon floodlights on the building at night and carefully-planned tours through each department, thus giving people an opportunity to meet first-hand those who produce the newspapers.

More than 75,000 attended the Star and Tribune plant during five open house evenings for the public, including 3,500 S & T employees and their families who previewed the building and had dinner in the employee cafeteria. Another 10,000 jammed into the Municipal Auditorium on Sunday, May 29, to witness the dedication Cavalcade, concluding event, starring Gene Autry, Pat Buttram, Zack Mosley (creator of "Smilin' Jack"); Cedric Adams, George Grim and Virginia Safford, the latter three S & T columnists. A two-page "extra" of news and pictures of the Cavalcade show was distributed to the crowd as it left the auditorium.

An added touch of human interest and suspense was in the day-by-day reports of the "round-the-world trip by Pan American plane of Donald Olson, 18-year-old S & T carrier, who delivered a Sunday paper "route" in 71/2 days, presenting copies of the May 29 dedication edition to officials in 13 foreign countries. He was accompanied by Fred Cooper, Pan American representative.

Hailed as Free American Boy

Don was back in time from his 25,000-mile, globe-girdling flight to be greeted at the Dedication Cavalcade as "a free American boy who has carried the product of a free press to many lands." Said the Sunday Tribune when young Olson of Dawson, Minn., began his world trip: "Don is a free boy carrying a free newspaper. In many nations, both the free boy and the free newspaper will be

strange exhibits ... The American press is not perfect by any means, any more than the American boy is perfect. But on the whole it has a proud tradition, and on the whole it has been keenly sensitive to its responsibilities in a free and democratic society."

Employees and management joined hands in making the dedication a memorable milestone in the 14-year progress of John Cowles, president of the Star and Tribune, and his newspaper organization, in serving the Upper Midwest.

Minneapolis has been the mecca of visiting celebrities from the worlds of publishing, sports, cartooning and entertainment. All were here to take part in the series of dedicatory events which covered both employee and public relations. The Star and Tribune were hosts not only to their employes, but also to 3,500 carrier boys and their families, plus a special "Parade of Champions" luncheon and dinner for 1,500 top carriers. Two civic dinners, a special luncheon for ladies, and another luncheon for 400 Upper Midwest editors and publishers, together with their wives, were a part of the celebration.

Six Prominent Speakers

Guest speakers included:

Robert McLean, president of the Associated Press and past president, American Society of Newspaper Editors.

Frank J. Starzel, general manager of the Associated Press.

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Display in lobby during Dedication Week, featuring "round-the-world plane trip of Don Olson, Star and Tribune carrier, who delivered 50 copies of Sunday Tribune to officiales in 12 foreign countries. Map showed the day-by-day progress of young Olson.

Included Minnesota and North Dakota Associated Press members holding their spring meeting in Minneapolis. A special tour of the Star and Tribune plant was arranged for them Saturday afternoon.

Tea Publishing Philosophy

John Cowles, president of the Star and Tribune, placed at the dinners and luncheons. At two civic dinners attended by local business and professional leaders, Mr. Cowles outlined the editorial and publishing philosophy that guides the Minneapolis newspapers.

"We at the Star and Tribune believe that the primary obligation of a newspaper is to give its readers the news," he said, "without bias or slant or distortion or suppression, in the news columns. We believe that only on our editorial pages should our own opinions be expressed."

"We are attempting, moreover," he continued, "to edit our papers so that they will interest and serve all of the people of Minnesota and the Upper Midwest, not just one class or segment of the population. Just as a great department store carries merchandise that appeal to all the different economic groups, or just as a large restaurant or cafeteria provides a wide selection and variety of foods to appeal to different tastes, so the Star and Tribune carry news and feature content that will appeal to people of both sexes, of all ages, of all vocations and all educational levels."

Regional Newspapers

"We frankly make news of Minneapolis and Minnesota our primary concern, because such a large proportion of our readers rely on us for that news, whereas an individual who is interested in specialized coverage of some other kind of news can obtain it from other specialized publications."

"We try to make important news interesting so that a larger proportion of the people will read that news and so become better informed," he added, explaining, "The Minneapolis newspapers are among the trailblazers in the country in exploring such neglected areas of news as education, science and religion. And of government, as contrasted with news of politics."

"We also try to go deeper than the superficial aspects in reporting news of crime, and bring out the conditions that may have caused the boy or girl to become a criminal."

"We try not to overemphasize sensational stories because they are sensational."

Discusses Competitive Charges

In his talk to Upper Midwest editors, Mr. Cowles dealt frankly with the problem of metropolitan newspaper competition with hometown daily and weeklies. He contended that bigger papers actually increased advertising volume on smaller papers by pioneering new ad campaigns in the national field. He also cited figures to show that Upper Midwest dailies outside of Minneapolis have shown comparable circulation increases during the past six years while the Star and Tribune have been expanding their circulations.

"We are not in a position in any ruthless or harmful sense," he said, "to make Minneapolis papers supplements of the U.Paper newspapers."

The new and enlarged building, doubling the former capacity of some 200,000 square feet of space and including 14 new Cost Headliner printing units, will provide 650,000 square feet of space and including 14 new Cost Headliner printing units, which are black and white and units previously used was a veritable showplace in itself for the thousands of novels that stream through it on conducted tours.

Rumstones on Exhibits

Exhibits in the building included 1,109 greatest newspapers pictures of 1948, compiled by the University of Missouri School of Journalism. The Star and Tribune's own photo exhibit; comic artists' originals, and other journalistic lore which attracted public attention as the crowds filtered through the plant, part by department.

After the first 10-day whirl of events, the Sunday Sun page for May 29 carried a lead editorial, entitled: "Now Back to Work," in which it was stated: "We've been talking a good deal about ourselves in the Star and Tribune the last week or so during the dedication of our new plant. Tomorrow we will all go to work with new words to tell the good news of the day and the good wishes that have come to us, and there will be better tools, a better job."
Star & Tribune Growth Is Stirring 14-Year Saga

Cowles' Papers Build Solidly In Upper Midwest Territory

By George A. Brandenburg

BACK of the buff and black brick structure of the enlarged Minneapolis Star and Tribune, there looms a print of John Cowles, president and editor, and his talented organ, The Minneapolis Tribune, the people who have made journalistic history in the short span of 14 years.

John and his brother, Gardner (Mike), have had the good fortune of being the lucky formative years by their astute publisher. (the late Gardner Cowles Sr., who set the examples of successful newspapers publishing in building the Des Moines papers in 1938, 1947, and Tribune, now the only dailies in the Minneapolis field. During the past 14 years, the Minneapolis Star and Tribune, now the only dailies published in that city of more than half a million population, have given an increasing proportion of time to Look magazine.

The 'publishing twins' began their years when the Cowles brothers bought the Minneapolis Star, six-day afternoon paper with a circulation of 80,000 and Gardner Cowles, president and editor, of this paper—John Cowles, the eldest son, who assumed his brother John's responsibilities at the Register and Tribune when his brother left Des Moines, and the younger brother has been giving an increasing proportion of time to Look magazine.

Stirring 14-Year Saga

Today, the Minneapolis Star and Tribune (turning and Sunday), and the Minneapolis Tribune (turning and Sunday), are generally regarded by newspapermen as two of the most complete and best-read papers in the country, outstandingly well managed and eminently successful.

The story of the 14 years since the Cowles brothers bought the Minneapolis Star and Tribune is a saga of American journalism that has rarely been paralleled.

It is the story of the improvement in the editorial quality and reader appeal of the papers, coupled with alert circulation promotion, with emphasis on carrier delivery. Although comparable figures are not available, it is a good guess that few American newspapers spend as much money on their advertising and editorial departments as do the Minneapolis papers.

John Cowles, president and editor, at another paper, has many carrier salesmen as the 8,000 boys who deliver the Star and Tribune. It is a good guess that all of the papers spend as large sums for promotion both in their own columns and in other publications and via radio.

Revenue Over $20 Millions

Although the Star and Tribune release few figures on their internal operations, simple arithmetic shows that their net advertising and circulation revenue exceeds $20 million a year. They use substantially more than 80,000 editorial and non-editorial employees, and have 1,300 full-time and 600 part-time employees, with a payroll of $16 million a year.

While the Minneapolis papers carry a large advertising volume (11 million lines in 1948), and the Star and more than 22 million lines in the seven-day Tribune in 1948), they are not in the top handful of the nation's newspapers in advertising volume.

The Minneapolis papers, however, have learned that they cannot compete with the Sunday papers like the Tribune, with 500,000 circulation, even in the Star, with nearly 300,000 circulation obviously, has to charge higher rates per line than do newspapers with only 100,000 or 200,000 circulation. Although Minneapolis million rates are comparatively low, be explained, advertising budgets do not permit the stores to buy as many lines of space at higher rates as in other cities where newspaper circulations are smaller and advertising line rates higher.

Cowles also pointed out that the Minneapolis newspapers do not carry foreign advertising, a source of substantial line in other major cities.

The Cowles policy of circulation development, the country as well as in the city, has paid dividends for Minneapolis merchants is proved by the fact that the Federal Reserve Bank figures show that Minneapolis newspapers department store sales are currently running 272% of their 1935-39 average. Many Minneapolis stores have developed large mail order departments, and some make a practice of changing their copy between city and country editions of the Sunday Tribune to make a more extensive appeal to the country readers.

The Cowles brothers have a policy of publishing their papers with a strong civic and community background, with the Star and Tribune serving as the heart of the community. The Cowles papers also have a policy of being strong in the community, with the Star and Tribune serving as the heart of the community.

Meet Cowles Boys: 'Publishing Twins'

JOHN AND GARDNER Cowles are the "publishing twins" of the Cowles family. There are, in addition, three sisters and a third brother, Russell, the eldest son, who is a noted artist.

The story of the Cowles family is older than Mike, so nicknamed by his father, the late Gardner Cowles. Sr. Both went to Phillips Exeter Academy and then to Harvard University. John completed his course in three years, graduating in 1920, and was an editor of the Crimson. Mike graduated in 1926 and went his brother one better by becoming editor-in-chief of the Crimson.

Both brothers went immediately into the newspaper business at the Des Moines Register and Tribune, where their father had been teaching them journalism during their high school and college vacations while going to college.

The "publishing twins" present an interesting contrast in personality and talent. John is stocky and dark in appearance. Although trained as a reporter and editor, he has worked mostly in the business side and has inherited his father's orderly thinking when it comes to finances. John speaks slowly and in a quiet tone.

Mike is sandy, slender and, to some readers, is more dynamic as a newspaperman. Where John chose the business side, Mike looks in the editorial end. He served successfully as city editor, news editor, assistant managing editor and managing editor of the R.T. His penchant for news pictures that "tell a story" led eventually to establishment of Look magazine.

Basically, however, John and Mike have always worked closely together. They have shifted jobs interchangeably in the past and have done so generally smoothly in their chosen fields.

They see eye to eye on most editorial matters and they both (Continued on page 31)

E D I T O R & P U B L I S H E R for June 4, 1949
S&T Growth

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also maintain a Bureau of Accuracy and Fair Play, and encourage the public to report any inaccuracies or misstatements. The papers lean back or proverbs to correct prominently, errors of fact which are not so easily tended.

John Cowles is a practical publisher with realistic ideals. He added the New York Times, for instance, for its prominence in its field, but he is not trying to duplicate it in the Upper Midwest.

"Papers published in cities like Minneapolis must be edited so that they have reader appeal to all segments of the population," he said. "Once in the very largest cities, perhaps only in New York, is it possible to publish profitably a paper that is edited for only a minority of the public.

"We try to print enough foreign news, for example, including The New York Times' own service, to keep our readers interested, and we also print comic strips and humorist columns which The New York Times does not.

Feeling Responsibility

Mr. Cowles is concerned with newspaper responsibility, generally, especially in monopoly situations. He is convinced the monopoly trend will continue and spread to other cities under today's high operating costs.

"In the interest of responsible journalism, I am more convinced than ever, that in some way publishers ought to establish an independent and qualified agency that could report on how well the press is fulfilling its obligations," he said.

"We are trying to get our roots down deep in the whole region," explained Mr. Cowles, "rather than imposing some formula type of newspaper on this area.

John Cowles is looking at the expanded Star and Tribune building. While the details have been kept secret to others to handle, he has kept in constant touch with the expansion program since its inception in 1943. No detail has been too small for him not to take a personal interest in during the entire period.

"We want to have excellent working conditions," said Mr. Cowles in discussing the new building which has again doubled facilities of the publishing plant. But it is in people, rather than structure in which he is primarily concerned.

He is particularly interested in personal problems and he believes his fellow publishers should be also. "Many large newspapers are more backward in the field of personnel departments and the establishment of personnel departments, he commented, "than are other types of business of comparable size. I am not talking about personal departments for small papers," he added, "for the publishers of such papers can keep in close personal touch with their employees.

John Cowles also believes newspapers are best suited to teach the public "kindergarten economics." He thinks newspapers are qualified to do this, if they will accept that responsibility. "The public thinks it is our job to help them understand such matters in microcosm," he said.

Stock Ownership on Incentive

More than 125 key employees of the Star and Tribune have been sold stock in the combined papers, the Cowles family retains control. Under the plan that has been followed, blocks of stock of various sizes from small to large are offered to employees at a low price per share.

If the employee leaves the Star and Tribune either voluntarily or involuntarily within 10 years, he must recall the company to re-buy his stock at price originally paid. If he does not have funds to cover his purchase, the company lends him the money at 4% interest with the stock as collateral. He is expected to apply the excess dividends that he receives against the purchase price.

John Cowles believes the employee stock ownership plan that he has followed, giving many individuals within the organization a feeling of proprietorship, has been a substantial factor in the newspapers' growth.

Promising youngsters may be sold 5 or 10 or 20 shares to start with as an indication that we think they may have a real future with the company and, if they do well and progress, additional blocks of stock are sold proportionately over either evening and Sunday morning and Sunday publications.

He offered one-third of the stock in the combined papers to the old Tribune company in return for their newspaper assets, and on May 1, 1943, the Minneapolis dailies were "realigned.

The publication of the Morning Tribune was moved to the Star plant and the Sunday Tribune was combined with the Sunday Star-Journal. The name of the afternoon edition of the Tribune was changed to the Star and it continued publication from the old Tribune plant.

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S&T Directors Set Up Pension For Employees

Directors of the Minneapolis Star and Tribune approved establishment of an employee retirement pension plan at a meeting April 16, providing that the company will pay the entire cost of the plan which will give minimum pensions of $40 a month.

Action by the directors followed several years of intensive study of a pension program. John Cowles, president, pointed out. The Star and Tribune has entered into a trust agreement with the First National Bank of Minneapolis which will handle and invest the funds that are to be paid through the years by the company. The bank will send the monthly pension checks to qualified employees who retire.

Effective One April 1

"Our plan provides that all employees who were on the Star and Tribune payroll as of April 1, 1949, and who regularly worked at least 30 hours a week and who have been on our payroll for at least six months prior to April 1, 1949, are covered," explained Mr. Cowles.

"Our survey had not completed six months' continuous service on April 1, 1949, will be covered under this plan starting April 1, 1950.

All employees are given credit for the years of past continuous service with the company since March 31, 1942, and for future continuous service until their retirement.

Men employees may retire at the age of 60 and women employees at age 55 if a woman at the time of his or her employment with the company has under 50 years of age.
Comfort Is Keynote Of New S&T Plant

THE Star and Tribune building program has again doubled facilities of the plant, bringing total floor area to 251,000 square feet, or approximately six acres of space.

The building is four stories high for 210 feet along Portland Avenue and two stories along the remainder of the block. For a 130-foot length, there is a five-story facade, constructed of Indiana limestone and Minnesota black granite. The rest of the building is of buff and black face brick.

Second Expansion Program

The enlarged plant marks the second expansion since the original Star building was erected in 1920. The old Star plant was more than doubled in space in 1938-40 by an addition to the main building and construction of a new pressroom.

Capacity has again been doubled under the present construction program, which entered the planning stage in 1943. Because of wartime building restrictions, however, actual construction of the new addition did not begin until 1945.

Caved on the facade are six stone medallions, representing six principal industries in the Upper Midwest: Lumbering, Farming, Fishing, Mining, Dairying and Milling. The medallions are the work of Ivan Doseff, sculptor and member of the University of Minnesota faculty.

The medallion for Lumbering depicts a leg with a lumberjack's peavey. Fishing is illustrated by a large fish with a waterfall in the background. Farming is shown by a sheaf of wheat and ears of corn. The medallion for Mining centers around a miner's pneumatic hammer. A cow's head depicts Dairying. Grain falling from two hands into a grinder represents Milling.

Doseff, sculptor, took into consideration the difference in angles in looking at the six medallions on the facade from the street level. Each medallion was designed for its specific location on the facade, with directional flow of action to the center.

Lyle K. Anderson and Harold E. Perkins, vice-presidents of the Star and Tribune, served as co-chairmen of the building committee. Working closely with the building committee have been various department chiefs and mechanical heads of the newspapers to provide an efficient operation and attractive working surroundings.

Modern Newspaper Home

Typical of the latter, in one detail, is the uniform fluorescent lighting system in the ceilings of offices and all departments, except in some mechanical departments, where lights are lowered from the ceilings to permit sharper lighting. Fluorescent tubes are recessed in the ceilings with eggcrate covers, dust with the grate facing covering the tubes, which provide daytime illumination. Menneapolis architects, designed the building layouts. Albert O. Larson and Donald A. McLaren have worked with the building committee in providing a modern "newspaper home" with space to accommodate without encroaching practical production.

C. F. Haglin & Sons, Inc., Minneapolis, were the general contractors. They have executed buildings details in keeping with streamlined planning of the committee.

First Aid-Medical Center

Comforts and conveniences are provided in abundance for Star and Tribune employees. In an area covering 1,410 square feet of floor space, the personnel department offers advice, information and many benefits, under the direction of Philip J. Kruidenier, personnel manager.

Hospitalization is provided all regular full-time employees and is also provided for their wives or husbands and their children. Entire cost of hospitalization insurance is borne by the company. Life insurance is also provided.

The new first aid and medical center on the second floor contains nearly 1,000 square feet of space. The medical consultant has a private office, supplemented by two examining rooms. In addition there is a first aid treatment room, a small medical laboratory, and an office for the S&T nurse. There is also a quiet room containing three beds. An attractive reception room opens off the second floor elevator.

Dr. Arthur O. Kerhoff, member of the staff at St. Barnabas, St. Andrew's and General hospitals, and a member of the University of Minnesota School of Medicine, is available for two hours on each of three different days a week. Consultation hours have been so arranged so that the doctor is available to all employees on both the day and evening shifts. Mrs. JoAnn Person, registered nurse, is on duty 40 hours a week.

New Cafeteria

Occupying more than 7,000 square feet is the new and attractive employe cafeteria. Food is served 24 hours a day from early Monday morning through Saturday night.

Policy Booklet

First Aid and Medical Center contains nearly 1,000 square feet of space. Above are shown Dr. Arthur O. Kerhoff, who visits the center three days a week, and Mrs. JoAnn Person, nurse in charge, examining employe patient.

Members of building committee who worked with department heads in expansion program of new plant. Seated, left to right: Lyle Anderson and Harold Perkins, S&T vice-presidents and co-chairmen; standing, 1. to r.: Arthur Peterson, Star and Tribune; D. A. McLaren, Larson and McLeod, architect; Fred Gabbert, L. A. McL; H. V. Burnett, C. F. Haglin & Sons, Inc., general contractors; and A. O. Larson, architect.

EDITOR & PUBLISHER for June 4, 1949
2 News Staffs Are Friendly Rivals

ALTHOUGH the Minneapolis Star and Tribune are produced in the same news rooms, a competitive spirit has been developed between staffs in covering the news. This has been accomplished by almost separate news staffs. The Star has its own managing editor: David Silverman. The Tribune has its own M.E.: William Steven. Each paper has its own editorial page staff. The Star's page is the responsibility of George Peterson and Arthur Uppgren, associate editorial editors. The Tribune's is under Carroll Binder, editorial editor, and Bradley Morison, associate editor. The four news and editorial staffs report to Gideon Seymour, executive editor and vice-president of the Star and Tribune. Charles Corbin is assistant executive editor.

With completion of the new building, local and desk staffs have completely separate physical equipment. There are city, news, and copy desks for each paper. The Star staff works between 5 a.m. and 5 p.m., with exception of night assignments. The Tribune staff works between 10 a.m. and 2:30 a.m., two-shift operation on key desks. There are separate sports staffs for both papers under Charles Johnson, executive sports editor, but the sports staffs merge to produce the Sunday "Sports Page." The latter reaches its peak with football season, running to eight pages, with major games from coast-to-coast and staff photographers moving to 1,000 football pictures to editors who sort them into sequence picture stories.

The photo department under Wayne Bell, its acting chief, serves both newspapers. The Star and Tribune formerly operated separate photo staffs. Now, assignments go from the city desks to the chief photographer, who gives the assignment to an available and qualified man.

The women's staff serves both papers. Under Miriam Alburn, women's editor, a staff of eight reporters and desk women produce the Sunday women's section, and women's pages for the Star and Tribune. So-called "society news" is kept to a minimum, with emphasis on news and features of interest to women generally.

No Sunday Editor

The Sunday Tribune is the product of the morning Tribune staff, the merged sports, women's and photographic departments. Three Star columnists and the Star's statehouse political writer also write regularly for the Sunday paper. There is no formal Sunday editor or Sunday staff. The Tribune has a news editor and three assistant news editors. One of these assistant news editors devotes three days a week to developing Sunday copy, one day on make-up of advance sections and moving advance copy, and on Saturday he is the news editor of the paper.

Planning for the Sunday sections comes out of a conference held on Tuesday with the managing editor, news editor, assistant news editor, and city editor of the Tribune, the editor of the Star and Tribune, the editor of "The Minnesota Poll," and several others in attendance. Advance Sunday

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Pictuires Play Important Part In S&T News

Heavy emphasis is placed on photographic reporting by the Minneapolis Star and Tribune, whose editors are constantly working toward improvement of techniques of story-telling in pictures. "Looking into the day when television will be a competitor of newspapers for events of the day," S&T's best picture work so far has been in the reporting of sports, according to Wayne Bell, chief photographer. "There, sequence shots tell better than words how it happened." he explained, adding that sport photographers make sets of pictures at football games, showing the same play from sidelines, end zones or from above.

Have New Photo Lab

The Star uses a page of pictures daily. The Tribune makes up a daily "picture story" occupying a third of a page. Both papers step up picture content whenever the quality demands. Both staffs are a large number of half-column cuts as "eyecatchers" to make the news pages more dynamic. Both papers utilize maps, charts, maps and other illustrative materials.

An outstanding feature of the enlarged plant is the up-to-the-minute photography department, which is over twice the size of the previous one. The new department includes eight developing rooms, a spacious outer office and work room, an equipment repair room, spacious photographic mixing room and a special room for developing 35 mm negatives.

Eight Developing Rooms

Each of the eight developing rooms is equipped with stainless steel sinks and a circulating system designed to allow an average walking space between sinks and enlargers. Four stainless steel bins under each sink serve as receptacles for waste prints. A large sink in the main room with the outer office, where the dryers are located, thereby eliminating the dripping of waste water and chemicals on the floor.

The outer office and work room are four times as large as in the old laboratory. The office consists of a separate enclosure for the chief photographer's desk; two large desks in the middle of the room, both equipped with typewriter; sink and dryer; bulletin board; assignment and mail boxes; shelves for strobe charging units and a cloakroom. Also in the equipment repair room, complete with work bench and assortment of camera repair tools.

Two octagonal news desks of design shown above are used by (morning) Tribune and (afternoon) Star copyreaders in spacious news rooms of the two papers. A third desk is used by sports department.
Minneapolis Star and Tribune rate floor-space saving another valuable Ludlow composing room economy

In planning and constructing one of the outstanding newspaper plants in the nation, the Star and Tribune took full advantage of the compactness of Ludlow equipment to conserve space and to improve composing room production. The entire layout, comprising two Ludlows and ten cabinets of matrix fonts, is contained in the comparatively small floor area shown in the illustration. Included are not only distinctive Ludlow typefaces in abundance, but superior figures for all faces, and advertising figures up to 144-point. Other equipment of equal production capacity would have required additional floor space for storage cabinets and for cases, much of which was avoided by the Ludlow installation. The Ludlow department not only concentrates the work within a small area, but it is convenient to makeup banks and saws, contributing in no small measure to efficient straightline production.
New Composing Room Equipment Is Added

COMPOSING ROOM of the Minneapolis Star and Tribune is located on the second floor of the new building, occupying an area of approximately 11,700 square feet, representing an increase of more than 50% in space. The present composing room is as nearly rectangular as possible; its greatest length is 138 feet, and its width is 97 feet. The remodeled room has been completely rearranged to provide maximum efficiency as compared with the department’s former irregular shape. It was pointed out by John Copeland, production manager.

42 Typesetting Machines
Forty-two typesetting machines, including 35 Linotype and nine Monotype, are used to set ad and news copy. Four of these machines are new, having been added to the composing room recently at a cost of $50,000. Twenty-three typesetting machines are used to set news and classified advertising copy: 12 for display advertising, and seven are used interchangeably, according to Charles McGuire, mechanical superintendent.

In addition, a complete new Ludlow department including two Ludlow casting machines, has been installed, according to Mr. Curle, composing room superintendent. The 400 fonts of Ludlow type purchased with these machines will eliminate any hand setting of type, he explained.

“Formerly, type larger than 16 point had to be set individually and then stored by size and type faces,” said Curle. “In compiling an advertisement, the printer chose individual letters from the various type cases and assembled them into a line. Valuable storage space was taken and frequently certain letters were not available when needed.

“Under the Ludlow system, the printer assembles his material in a box in the cabinet containing the brass matrices. The stock of matrices is then placed in the Ludlow caster and a solid line of type in the required size is produced. Only one shift is needed from day to day in use.”

The Monotype room has two Giants, with 31 machines. Each line is handled by three typesetting makers. Four men on day and night shifts operate this machinery that exists all rules, slugers, and other material needed in setting ads.

The composing room also contains two Vandercook presses, five of which are automatic. Two presses handle full-page size proofs; two up to five-column proofs and one up to three columns. Another one is a reproduction press used exclusively for glossy proofs, particularly in connection with the Sunday Tribune rotogravure section. In addition to usual storage space for ads and type, four Hamilton automatic storage racks, which will handle full-page ads, have been installed. The four cabinets have an elevating shelf that travels up and down in front of the cabinet. After the page is pulled forward onto the elevator shelf, the shelf is raised or lowered electrically in line with the top of the track.

There are 35 typesetting machine “situations” on the day shift and 46 machine “situations” on the night side. There are more positions on the night side than day side because the Morning Tribune is published seven days a week and the Evening Star only six,” explained Mr. Copeland, who added there are eight women typesetting machine operators in the composing room.

Use 21 Proofreaders
There are, in addition, 40 make-up and advertising composition situations on the day shift and 51 on the night side. Twenty-one proofreaders on day and night shifts and 11 machinists round out the composing room staff.

The proof room is enclosed in a six-foot, six-inch partition, the upper half of which is glass. Its location is centralized, making the room easily accessible to the proof presses, ring machine, and three material-handling machines.

Imperial Type Metal
The Minneapolis Star and Tribune use Imperial type metal and photo engraving zinc exclusively, manufactured by the Imperial Type Metal Co., Chicago. Weekly turnover of type metal amounts to 700,000 pounds in the composing room, while more than 300,000 pounds of metal are used weekly in the stereotype foundry. Imperial Redi-bak photo engraving zinc is used in the photo engraving department.

Equipment Is Added
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Use Three Cameras
Two Chemco cameras using strip film and one Robertson camera using sheet film connect directly with the three dark rooms where the film is developed. From there the negatives pass to the printing and stripping rooms, then to the etching room and on to the finishing room, arriving back to the superintendent’s office for quick delivery to the composing room makeup area. Advertising cuts go directly to the ad alley.

The etching department contains two Master and one Chemco etching machines, three plate burners, two Master powdering boxes and two Master plate coolers. The routing and finishing department has two routing machines, a plate beveler, and a combination raw and trimmer. A Vandercook proof press and two guillotines complete the equipment.

A completely equipped department has also been installed to handle Ben-Day work.

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PHOTO ENGRAVING

Engraving Dept. Handles Work In New Space

The etching department contains two Master and one Chemco etching machines, three plate burners, two Master powdering boxes and two Master plate coolers. The routing and finishing department has two routing machines, a plate beveler, and a combination raw and trimmer. A Vandercook proof press and two guillotines complete the equipment.

A completely equipped department has also been installed to handle Ben-Day work.

Two Chemco cameras using strip film and one Robertson camera using sheet film connect directly with the three dark rooms where the film is developed. From there the negatives pass to the printing and stripping rooms, then to the etching room and on to the finishing room, arriving back to the superintendent’s office for quick delivery to the composing room makeup area. Advertising cuts go directly to the ad alley.
a GALLEY PROOF PRESS that gives you
High Speed Performance...

plus Absolute Safety!

Intended mainly for editorial and ad proofs in large newspaper plants, or of
straight matter and made-up pages in commercial printing plants—the No. 23
Safe Electric fills the need for a high speed composing room machine. Delivers
up to 40 proofs per minute with absolute safety to the operator... not only of type
matter, but 40 lines per inch screen.

Most outstanding feature of the No. 23, however, is its safety device. So sen-
sitive is it, that the slightest contact with an operator's hand, a slug, work-up, or
any obstacle 1/4" or more above type high, will instantly stop the press. Write for
a descriptive circular giving full details on the No. 23 Safe Electric.

The No. 23 VANDERCOOK
Safe Electric
PROOF
PRESS

SPECIFICATIONS

Bed Size......15" x 26"
Max. Form......14" x 26"
Max. Sheet......14½" x 30"
Floor Space......3' x 4'9"

One of ten
Vandercook Proof Presses
sold in the U.S.A.
by Vandercook & Sons, Inc.

Twelve other models
sold in U.S.A. by
American Type Founders

VANDERCOOK
& SONS, INC.

900 North Kilpatrick Avenue - Chicago 51, Illinois
Eastern Branch—216 East 45th Street, New York 17, New York
Western Branch—3151 South Broadway, Los Angeles 31, California
in Canada—Sears Limited—Montreal, Toronto, Winnipeg, Vancouver
Stereotyping

‘Stereos’ Cast 2,500 Plates on Sat. Night

Stereotyping at the Minneapolis Star and Tribune is considered by many mechanical executives as one of the most efficient operations in any newspaper plant. On an average Saturday night, approximately 2,500 plates are cast for use on the S&T pressroom.

This work moves in a straight line from the casting machines next to the composing room make-up area through the various steps to the automatic plate droppers, carrying plates to the pressroom, according to Charles McGuire, mechanical superintendent.

Mechanically Ventilated

The department occupies 4,375 square feet, has modern fluorescent lighting, and is mechanically ventilated throughout. Its operations are under the direction of a cable which runs to the mechanical superintendent. The department employs a regular crew of 14 men on the day shift and 18 men on the night shift.

Two Goss Giant mat rollers are used together with three Wood shaving machines, each capable of casting four plates per minute. Each of these shaving machines works off a 6-ton Kemp pot. The three Wood shavers include one heavy-duty and two standard models. One pre-shrink machine and two Master St-A-Hi‘s are used.

A 2-ton job pot with three Bantam casting boxes takes care of Bantam casting. A 3-ton color pot, a Goss casting box and necessary nickel-plating equipment supply plates for the color press printing the Sunday comic sections.

Gravity Plate Drop

One of the special features of the stereotyping department is the gravity feed plate drop which supplies printing plates from the department on the second floor to the pressroom on one floor below, and also returns them back to the stereotype department along the wall. This return conveyor has an inclined section and returns overhead on the pressroom wall back to the stereotype department along the wall. This return conveyor has a power-driven conveyor which is reversible. After plates have been used in the stereotype department, the conveyor is reversed and returns to stereotype.

Pipe Design

This system provides an efficient way to return dead metal to the stereotype department and is the only installation of its kind and size in the country today, Mr. McGuire stated.

The plate conveyor from the stereotype department to the pressroom is a power-driven conveyor which is reversible. After plates have been used in the stereotype department, the conveyor is reversed and plates are returned to stereotype.

S&T Make Own Reader Survey

Reading habits of Minneapolis Star and Tribune readers have been under the microscope for five years, dating back to 1944. The latest and over-day survey of the Tribune was made.

In the summer of ‘44, the papers began their present standardized continuing readership surveys. Since then, 20 such studies have been made: seven of the Star; seven of the Minneapolis Tribune; and six of the Sunday Tribune. In the fall of ‘43, 45,000 copies were added for the first time.

Almost all of the surveys have been in Minneapolis. One out-state survey was taken, but little work on any findings that duplication was considered unnecessary. Surveys made by the journalism division of the University of Minnesota School of Journalism.

Kool Shades Used

Kool Shade screens, patented window screen designed to cut down the sun load and still provide all the advantages of ordinary screens, have been installed on a larger number of Minneapolis Star and Tribune windows where the sun presents a problem from the standpoint of both glare and heat. Bronze screens are used on other windows.

Sun Deck New

A sun deck is a new employe comfort feature at the Minneapolis Star and Tribune building which will be available for use this summer. It includes 4,000 square feet of space on the roof accessible by passenger elevator to the fifth floor. The sun deck is equipped with chairs, benches and tables.
CONFERENCE ROOMS

6 Conference Rooms
Make for Team Play

JOHN COWLES is a great believer in the conference method of running a newspaper and has provided six conference rooms in the new Minneapolis Star and Tribune building, varying in seating capacity from 30 to 150 people.

Basic difference in the Cowles conference method and that followed by other newspapers is that Star and Tribune staff members have a lot more conferences. "The result is that all of our executives are better educated and rounded than if they had been kept in water-tight compartments," explained Mr. Cowles. "A large number of our executives are familiar with the broad institutional picture, rather than their individual bailiwicks."

Assembly Room Seats 150
The main assembly room opens off the first floor corridor and is an area of 1,320 square feet. More than 150 people can be comfortably seated in an area of 1,320 square feet. The room includes facilities for use of both film and slides with a permanent screen at the opposite end of the room. A small usher's platform is at the front end of the room.

Opening into the main assembly room from the corridor is a visitors lounge of slightly less than 200 square feet. The room includes a radio broadcasting booth properly fitted with acoustical material to provide excellent broadcasting facilities.

Recordings may be played in this booth and piped into the main conference room, or into the advertising department conference room. It is also possible for a speaker in the main conference room, or in the radio booth, to be heard in the advertising conference rooms by the amplifying system.

Large Aerial Map
A large conference room covering an area of 836 square feet is located next to the advertising department. The room can be divided by an accordion-type curtain into two smaller rooms.

One wall of the advertising conference room is a large aerial photo map of the Twin Cities metropolitan zone, covering an area of 9 by 12½ feet. The photo-map, produced by the Mark-Hurd Mapping Co. for the Star and Tribune, was constructed from more than 1,000 aerial pictures of the Twin Cities' area and shows approximately 450 square miles.

Another feature is a three by four foot electric color map on the east wall, used to show Sunday Tribune circulation. The map, etched in plastic, was originated and designed by the S&T promotion department, and is said to be the only map of its kind in the country.

How Color Map Works
Four plastic sheets are mounted within the frame of the map. The foremost sheet contains the outline of the Upper Midwest area served by the Sunday Tribune, and shows a total of 225 counties in Minnesota, North and South Dakota and western Wisconsin. By direct contact, twin neon bulbs at the top and bottom of the sheet project a line of 36 counties in Illinois, the third and fourth sheets. Areas are indicated by red neon bulbs at the ends of the sheet, achieving a red glow for all counties with 40% or more Sunday Tribune coverage. Coverage is indicated by blue and yellow bulbs to indicate those areas having 20% or more coverage and those with 10% or more. A four-switch control panel operates the map.

Fluorescent Lighting
The fluorescent lighting of the modern and attractive design is used in the main assembly room, advertising conference rooms and visitors' lounge. All the rooms have automatic temperature controls.

There is also a large conference room, covering approximately 694 square feet, in the circulation department. The room can comfortably seat more than 50 persons and contains a large conference table, seating 16. Large circulation charts are available in this room, which also contains a portable movie projector and screen.

A conference room for news and editorial page writers is available on the third floor.

EDITOR & PUBLISHER for June 4, 1949
Fast Production Is Goal Of 48 S&T Press Units

FOR production and showmanship, the pressrooms of the Minneapolis Star and Tribune probably top other departments in the company. The building is large, with a 205-foot main pressroom overlooking the Goss color room, and it is 14 feet wide. The expansion program has added 70 feet to the pressroom to accommodate the new Goss press units.

Public Seen Presses

Another pressroom, containing two lines of Scott presses, is located across the main corridor and occupies 1,172 square feet. It is 205 feet long and 14 feet wide. The expansion program has added 70 feet to the pressroom to accommodate the new Goss press units.

There are two double folders in the line of Hoe units and one double folder between the Hoe units and three Goss units. Two of the folders have single conveyors and the other has a double conveyor. One of the Goss units on this line has color cylinders. Goss units can be run with the Hoes. The latter run at a maximum of 2,000 per hour and the Goss units at 28,000.

Sixteen-page Goss color press, used to print the Sunday Tribune four-color comic section, is equipped with a double folder and single conveyor.

"With this old set up," said Mr. O'Neill, "five-unit presses could be formed which could turn out 48 pages on a single run, or 96 pages on a single run."

14 New Goss Units

Under the recent expansion program, press production capacity has been increased by the addition of 14 new Goss Headliner press units, arranged in two lines of seven units each. They are located at the ends of the two old lines in the newly extended extension of the pressroom.

Each line of Goss Headliners is equipped with single folders and conveyors. Three units on one press unit are color units. Two units in the other are equipped for color. Both new lines of presses are equipped with balloon formers. One of the new lines of Headliner units is being connected to the old line of Goss anti-friction units so that the two lines of presses may be run together.

The old line of Goss anti-friction units is being remodeled, said Mr. O'Neill, with six color units being rebuilt; so that color cylinders are reversible. These presses will then be capable of printing four colors on a regular run, he said. "Balloon formers are being added to this line of 12 units to permit greater flexibility as to the number of sections it is possible to print at one time."

Flying Pasters Used

Nothing has been done to the Hoe line, the Scott presses or the Goss color press. All the presses, except the Scotts, are now equipped with automatic or "flying" pasters, so that rolls of newsprint in the reel room in the basement can be changed without slowing down the presses. Cline electric reels are used along with Cline electric press drives.

It is now possible to print 48-page papers on a regular run carrying four color advertising or editorial art, using three Goss presses, Star and Tribune mechanical executives pointed out. By using collect runs, it is possible to increase that capacity.

"Within certain limitations," said O'Neill, "it is possible to print four pages of four colors each in a 48-page paper using four presses, or to print four pages of four colors each in a 48-page paper using three presses. Using three Goss presses, printing four colors, it is possible to produce 90,000 papers per hour.

Balloon formers on the Goss line make it possible to print one, two, three or four sections at one time."

Sam'l Bingham's Son Mfg. Company's natural rubber rollers are used on all the new Goss Headliner press units. Goodrich and Goodyear rollers are also used.

Total of 48 units, made up into 10 presses, could produce a maximum, more than 300,000 48-page papers per hour, it was pointed out.

Color Ink Is 'Tanked' In

The Minneapolis Star and Tribune have solved the problem of handling color ink by using ink tanks, similar to, but much smaller than, black ink tanks. Three tanks, with pumps and agitators for red, yellow and blue inks, are installed beside the color press in the rear room.

These tanks can be filled from outside the building from a rubber color ink tank truck, thus doing away with heavy, space-consuming drums, weighing from 450 to 600 pounds each. Formerly, color ink was obtained in drums or barrels, which were difficult to handle, Ink was dipped from the drums in buckets by the pressmen and then poured into the fountains on the color press.
Cline Congratulates...

The Cline Co. congratulates the Minneapolis Star and Tribune on the dedication of its new building. This event underlines one of the most successful newspaper operations and promotions ever conducted—celebrates the very spectacular growth of the Star and Tribune.

We take pride in the small part we have played in equipping the Star and Tribune's new plant and extend best wishes for continued success.

CLINE ELECTRIC MANUFACTURING CO.
Main Office: 400 West Madison St., Chicago 6, Ill.
Western Office: 410 Bush Street
San Francisco 8, Calif.
Eastern Office: 220 East 42nd St.
New York 17, N.Y.
Mailing Room Becomes Beehive of Activity

ANOTHER "show place" that takes on a beehive activity daily, with added momentum on Saturday nights, is the Minneapolis Star and Tribune mailing room, in which the entire Sunday Tribune is assembled before it leaves the plant for distribution to 585,000 subscribers in the Upper Midwest.

The mailing room is one of the largest in the country, occupying 22,622 square feet on the second floor. Here the department, under Harry Carver, mailroom superintendent, employs the largest number of full-time and part-time Star and Tribune workers: 417 total, 300 of them part time.

12 Conveyors Used

Twelve overhead conveyors-nine from the two lines of presses in the main pressroom, one from the color comic press, and two from the Scott press room-bring papers from the presses on the first floor to the mailing room. Here there are seven production lines for counting, bundling and tying papers as they come off the conveyors.

Four of these production lines are used daily to prepare the Morning Tribune and the Star for distribution," said Mr. Carver. "All seven lines are used to ready the Star Tribune rotogravure section (printed in Chicago) begin arriving in the mail room about 10 days ahead of the date of publication. By the Thursday morning previous to the Sunday of publication all of them have been received. During the week, the regular crew of mailers on day and night shifts inserts this Week magazine and the comic sections (printed in the plant during the week) into the rotogravure section."

Incidentally, one particularly interesting feature of the mailing room is a reversible belt conveyor which runs from the loading dock by the ground floor garage up to the mail room. Bundles containing this Week magazine and the comic sections are switched immediately to the other chute.

Big Sunday Operation

A maximum crew of 57 mailers is used on the day shift to prepare the Star for distribution, while a maximum of 40 mailers on the night shift handles the Morning Tribune.

"Assembling the various sections of the Sunday Tribune is a major problem for the mailing room in its Saturday night operation," explained Mr. Carver. "This Week magazine and the Tribune rotogravure section (printed in Chicago) begin arriving in the mail room about 10 days ahead of the date of publication. By the Thursday morning previous to the Sunday of publication all of them have been received. During the week, the regular crew of mailers on day and night shifts inserts this Week magazine and the comic sections (printed in the plant during the week) into the rotogravure section."

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(Continued on page 24)

View showing Star and Tribune mailing room, which becomes a beehive of activity on Saturday nights when Sunday edition is completely assembled before leaving plant.
We Are Proud of the fact we have been representing these great newspapers in the national field since their purchase by Mr. John Cowles and Mr. Gardner Cowles.

OSBORN SCOLARO MEEKER AND SCOTT
National Advertising Representatives

270 Madison Avenue, New York 16, N. Y. 360 N. Michigan Avenue Chicago 1, Illinois
225 S. 15th Street, Philadelphia 2, Pa. 8-241 General Motors Bldg. Detroit 2, Michigan
8,000 S & T Carriers Serve Upper Midwest

MORE THAN 8,000 carrier boys, largest group of its kind in the world, comprise the well-organized circulation department that has the complex task of distributing the Minneapolis Star and Tribune (combined daily circulation: 465,000; Sunday Tribune: 1,082,000).

In charge of the Star and Tribune circulation department is Dean of the staff, W. D. (Pars) Parsons, director of circulation, who has been with the Star since its inception in 1919 and has developed the Cowles circulation pattern to perfection during the past 14 years.

As assistant director, M. E. Fisher, who has been with the organization since 1926, and in addition to zone and district managers, the Star and Tribune have 71 independent salesmen, 71 independent supervisors, 6,000 part-time country mail route salesmen.

Sunday Farm Service

Country mail and farm service include 28 districts throughout the Upper Midwest. The area is covered by 23 farm service and five country mail supervisors. In addition, there are 804 part-time Sunday farm service route salesmen, and 182 part-time country mail route salesmen.

Sunday farm service is a comparatively new operation, starting in March, 1944. Department manager is Oscar Pesch, who began with S&T as an agency manager in 1933. He took over the country mail division in 1937. William Jardine is assistant manager.

Supplementing dealer and carrier distribution are 28 S&T delivery trucks, supervised by a circulation traffic department at specified points throughout Minnesota.

The circulation department also sponsors frequent sports events, excursions and show trips for carriers. Such entertainment includes basketball, baseball, hocky, football and boxing, in addition to radio programs, airplane trips and visits to the Minnesota state fair.

In the fall of 1947, S&T leased two helicopters and sent them on a tour of the Upper Midwest, providing 1,700 carriers with their first helicopter rides. The operation was designed to build aviation interest, circulation and good will. During six weeks, the helicopters covered 120 cities and towns and 15,000 miles. Rides were given to a total of 2,555 passengers, including 650 civic leaders.

The circulation department also sponsors a monthly newspaper, directed at the interests of students.

Carriers, Carrier Service

The circulation department has jurisdiction over 103 S&T agencies in principal towns and cities, serving 3,100 carriers; 18 independent districts, comprising 1,500 dealers and 2,635 carriers. The department has seven agency supervisors and 20 independent field men (two roving).

Oscar Pesch, chief is Norman Do- man, who has been with the circulation department since 1942. Prior to that he was an accountant for the Star and Tribune.

The independent division is supervised by Otto Schack. The Star and Tribune have carrier service in 1,082 towns and cities outside the metropoli- tan area. The breakdown is as follows: Minnesota, 606; North Dakota, 196; South Dakota, 197; Wisconsin, 51; and Montana, 1.

SUNDAY FARM SERVICE

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NEW HEADLINERS AT MINNEAPOLIS STAR AND TRIBUNE
New Goss Headliner Presses in the modern plant of The Minneapolis Star and Tribune. The most recent installation includes 14 units and two pairs of Uni-Flow Folders. Color cylinders permit printing of three colors and black at high sustained speeds. Units are fully enclosed in streamlined housings for greater safety without sacrificing accessibility.

Goss Multi-Color Press installed in 1939. It has eight units and one pair of folders and prints the Sunday Tribune comic section. This high-speed press was purchased to provide the production capacity required by the steady gain in Sunday circulation.

Close-up of delivery from Goss Uni-Flow Folder. Papers are delivered neatly folded with folded edge forward. Fully enclosed folding mechanism operates in oil.
THE MINNEAPOLIS STORY
How Goss Has Figured in the Growth and Present Position of The Star and Tribune

Tracing the expansion of The Minneapolis Star and The Minneapolis Tribune over the past 11 years reveals a record of foresight and planning by the newspapers' management and close cooperation with Goss on the mechanical side.

In 1935, John and Gardner Cowles purchased The Minneapolis Star. With the growth of this paper and the acquisition of The Journal, additional press equipment was required and 12 units were added to the 10 units of original Star equipment.

The Star-Journal continued its spectacular growth and soon acquired The Tribune. This raised the need for additional black units. Meanwhile, the steady growth of The Tribune’s Sunday circulation had necessitated the purchase of an 8 cylinder Goss high speed Multi-Color press. It was installed in 1939.

The Star and Tribune ordered 12 Goss Anti-Friction units in 1941. These were not completed when Pearl Harbor was attacked. At that time Goss was already making Navy gun mounts and The Star and Tribune units were the last to be completed before Goss went to 100% production of naval ordnance.

In 1945, The Star and Tribune placed an order for 14 Goss Headliner units and two pairs of folders. These units have now been installed, making a total of 29 Goss units.

With further foresight of future requirements based on expanding potential of the Minneapolis market, the paper’s management has ordered more units for future delivery.

The present line-up of 26 modern Goss units has nine color cylinders which permits the printing of three colors and black. The Headliner units to be installed later will have six color couples.
Public Service Tops In S&T Promotions

Mr. Silha, director of promotion and public service. The operating staff includes four artists, two administrative employees (including the radio director) and five secretarial-clerical employees.

The Star and Tribune promotion department handles a total of 210 advertising promotion units, with a total of 35,000 advertising promotion activities handled daily. Among the events are the Tribune bowling and tennis tournaments. The Minneapolis Star Golden Gloves, with trips to Chicago and several other cities, are among the events sponsored by these newspapers.

Press conferences for Minnesota school sports and civic organizations are staged by the Star and Tribune. In addition to the previously mentioned Program of Information on World Affairs, these events include:

- Each year more than 2,000 high school students from across the state of Minnesota are sponsored by these newspapers.
- The Minneapolis Star Golden Gloves, with trips to Chicago and several other cities, are among the events sponsored by these newspapers.
- More than 800 senior citizens attend the day-long events sponsored by these newspapers.
- Summer community sings, sponsored by the Tribune, the Minneapolis Star, and the Minneapolis Musicians Association, give some 90,000 singing lessons and church choirs compete for prizes.
- To encourage farmers to participate in conservation activities, the Minneapolis Star and Tribune sponsor an annual $1,000 soil conservation competition. Awards and certificates are given to the most progressive districts and individual farmers.

The Minneapolis Star and Tribune are centered in a single Promotion and Public Service department, under the direction of Otto A. Silha.

This "universal" department handles all editorial-circulation promotion, public service, and public service events. The Tiber is handled by a staff of 18, headed by Mr. Silha, director of promotion and public service. The operating staff includes four artists, two administrative employees (including the radio director) and five secretarial-clerical employees.

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- To encourage farmers to participate in conservation activities, the Minneapolis Star and Tribune sponsor an annual $1,000 soil conservation competition. Awards and certificates are given to the most progressive farmers. The Minneapolis Star and Tribune are centered in a single Promotion and Public Service department, under the direction of Otto A. Silha.

This "universal" department handles all editorial-circulation promotion, public service, and public service events. The Tribune is handled by a staff of 18, headed by Mr. Silha, director of promotion and public service. The operating staff includes four artists, two administrative employees (including the radio director) and five secretarial-clerical employees.

The Star and Tribune promotion department handles a total of 210 advertising promotion units, with a total of 35,000 advertising promotion activities handled daily. Among the events are the Tribune bowling and tennis tournaments. The Minneapolis Star Golden Gloves, with trips to Chicago and several other cities, are among the events sponsored by these newspapers.

Press conferences for Minnesota school sports and civic organizations are staged by the Star and Tribune. In addition to the previously mentioned Program of Information on World Affairs, these events include:

- Each year more than 2,000 high school students from across the state of Minnesota are sponsored by these newspapers.
- The Minneapolis Star Golden Gloves, with trips to Chicago and several other cities, are among the events sponsored by these newspapers.
- More than 800 senior citizens attend the day-long events sponsored by these newspapers.
- Summer community sings, sponsored by the Tribune, the Minneapolis Star, and the Minneapolis Musicians Association, give some 90,000 singing lessons and church choirs compete for prizes.
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Six stone medallions, representing principal industries of Upper Midwest, carved on facade.

Main entrance to new Star & Tribune building in black Minnesota granite.

One of several news department interview rooms.

Visitor viewing displays in S&T lobby corridor.

View of compositors working with new Ludlow equipment in composing room.
Adv. Depts. Serve Upper Midwest Area

PACED by an aggressive classified advertising sales promotion campaign, the Minneapolis Star and Tribune advertising department is doing an outstanding job of building loction unit service and want ads, retail and general display advertising in the Upper Midwest. West Coast advertising salesmen, San Francisco, New York and Philadelphia. Advertising manager Willis Brown is retail manager, Robert Witte, classified manager, and William Cardogly is assistant general advertising manager.

The general advertising department is equipped with a teletype which has direct lines to the offices of the Star and Tribune advertising representatives, Osborn, Scolaro, Meeker and Scott, located in Chicago, Detroit, New York and Philadelphia. West Coast advertising representative is Vernon Anderson, San Francisco.

Serve 1,700 Local Accounts

In Minneapolis, the retail department includes 14 salesmen who handle 1,700 different local accounts. Two of the 14 salesmen handle the largest accounts in the State of Minnesota. The sales staff has the help of four account executives who prepare and check out advertisements and work closely with the Osborn, Scolaro, Meeker and Scott representatives.

The new classified advertising department, which is a busy place, is a busy place.

The room is nearly twice the size of the former room in which want-ad takers handled incoming want ads. In addition, the general advertising manager, and William Cardogly is assistant general advertising manager.

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Memo to a New Reporter:

From Gideon Seymour, Executive Editor
The Minneapolis Star and Tribune

Dear Jack: You ask, as a new member of our staff, what general principles we follow on these newspapers. Well, here are ten:

1. We are less interested in a reporter who can "do everything" than in one who learns to do his particular job better than anybody else can do it. A good reporter--of science, government, industrial relations, public welfare, education, religion or crime news--ought to know as much in his field as a first-rate college professor knows in his. He must understand the idiom and background of his beat well enough to dig out the facts, instead of merely writing down what is told him. He must be able to tell those facts clearly and simply enough to interest and inform the layman without insulting his intelligence of the professional reader. And keep searching for new fields of news: the definition of news is not static and there are plenty of unexplored areas.

2. Don't Overdo 'Today'.

We don't hesitate to go back and gather up a significant story that needs telling. We don't believe that "today" is the most important word in every lead. The biggest stories often happen quietly, gradually, without drama. No chronicler ever was able to say, "The Roman empire collapsed today" or "Today the Dark Ages ended." Many a big story never gets on Page One except in disconnected fragments of spot news, almost meaningless in themselves. We watch for continuing Big Stories that need pulling together, and we aren't afraid, just because they haven't a "today" in them, to put them out where readers can't miss them.

3. Don't let "objectivity" be an excuse for laziness or cowardice. It is easy to print statements from each side in an industrial dispute and say, "See how objective we are: we've given equal space to both sides." But our duty isn't done until we dig behind the statements and make clear what issues they evade or conceal, as well as where they collide. Objective reporting is worthless unless it is also complete and courageous.

4. Because ours are the only daily newspapers in Minneapolis, we have an unusual obligation to serve the interests of the whole community, not of any class or clique or pressure group. The temptation is often strong to gloss over or ignore conflicts between groups in order to avoid offending anybody. Don't carry that kind of tolerance too far. As elsewhere in America, our community is made up of many groups, and out of their frictions arise much of the vitality of our society. It is part of our job to report frankly and fairly the frictions that shape community life.

5. Lack of local daily newspaper competition enables us to publish more responsible newspapers than it is easy to publish in highly competitive fields. We don't have to print, under the competitive pressure of immediacy, any story that we have reason to believe is inaccurate. If one press service says the Russians are about to occupy Finland, and other services can find no basis for the story, we don't rush into print with it but hold it long enough to check it. Once an untruth has been printed, the public has been misled and inflamed, and no correction can undo the damage.

6. The commonest form of news distortion is the playing of crime or sex stories out of all proportion to their significance, simply because of their high reader interest. We avoid sensationalism. We don't have to sail papers by spreading blood and boudoir stuff across Page One. We keep the story clean and in proportion to the rest of the news, subordinated to what is more important.

7. Don't offend anybody carelessly or inadvertently. We don't care whom we anger if, knowing the facts and their meaning, we offend somebody by printing them. But it is just sloppy journalism to ignore or to present carelessly the story of somebody who has a right to be heard.

No Slanted Stories

8. We are jealously proud of the freedom of our news columns from slanted stories and biased selection of news. Public confidence in the purity of our news columns is our greatest asset. Do not try to write or play news to conform with views expressed on the editorial page. It is the business of the editorial pages to advocate views and to publish opinions about the news for such readers as desire them.

Call It a Correction

9. We don't hesitate to edit syndicated columns and comic strips whenever they do not meet our own newspaper standards of fairness, accuracy and good taste. The Star and Tribune bear legal responsibility for what they publish; they ought also to accept the ethical responsibility.

10. If you make a mistake correct it, and make it plain that the correction is a correction; don't pretend that it is a "new development" or hide it under a spot news lead.

Call These Features:

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7. Don't offend anybody carelessly or inadvertently. We don't care whom we anger if, knowing the facts and their meaning, we offend somebody by printing them. But it is just sloppy journalism to ignore or to present carelessly the story of somebody who has a right to be heard.

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10. If you make a mistake correct it, and make it plain that the correction is a correction; don't pretend that it is a "new development" or hide it under a spot news lead.
The mailing department has a maple wood block floor throughout, is provided with a maximum amount of light and ventilation, and has a minimum number of columns throughout the area. Mailroom and wash rooms are directly underneath on the first floor, accessible by corridors. A gallery along is provided on the wall, where four observation windows look into the pressroom.

8,000 Carriers

Continued from page 16

of carriers. The paper is a four-page tabloid containing news, pictures and features about carrier activities. The paper not only acquaints carriers with the functions of their own job, but also with their product—the newspaper—as well. This is done chiefly through the use of monthly features highlighting certain phases of newspaper production, usually in the form of a staff-drawn, three-column "Carrier's Almanac," or a feature written especially for the paper by some member of the S&T staff.

Semi-annual sales meetings are held for all circulation personnel. These meetings serve to establish nationwide sales circulation objectives and to bring the staff into closer contact with sales managers and technicians, explained Parsons and Fisher. Each sales meeting is built around a theme, and a song, such as "Full Speed Ahead for the Minneapolis Star and Tribune." One motto is "All For One and One For All." The circulation grows steadily.

Circulation Grows Steadily

Star and Tribune circulation has shown a steady increase since 1941, the year in which the present morning-evening Sunday arrangement was established. Following are circulation average totals for periods ending March 31 during the last eight years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Morning</th>
<th>Evening</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941</td>
<td>63,610</td>
<td>249,172</td>
<td>359,194</td>
</tr>
<tr>
<td>1942</td>
<td>77,382</td>
<td>194,360</td>
<td>370,101</td>
</tr>
<tr>
<td>1943</td>
<td>105,848</td>
<td>254,311</td>
<td>407,071</td>
</tr>
<tr>
<td>1944</td>
<td>141,377</td>
<td>281,358</td>
<td>535,621</td>
</tr>
<tr>
<td>1945</td>
<td>167,368</td>
<td>336,199</td>
<td>585,531</td>
</tr>
<tr>
<td>1946</td>
<td>191,577</td>
<td>361,399</td>
<td>631,976</td>
</tr>
<tr>
<td>1947</td>
<td>241,102</td>
<td>420,360</td>
<td>681,562</td>
</tr>
<tr>
<td>1948</td>
<td>283,924</td>
<td>565,979</td>
<td>771,930</td>
</tr>
</tbody>
</table>

Another marked increase for this period is shown in the total circulation. News 

More People Become Trees

More people are becoming trees. This year has started with a rash of stumps being planted in backyards and along streets throughout the city. The trend is expected to continue throughout the summer months. It is believed that the increase is due to the increased interest in gardening and landscaping. The city has implemented a new tree planting program, which is expected to result in the planting of thousands of trees throughout the city. The program includes incentives for residents to plant trees, such as tax breaks and utility discounts. The city has also increased its tree planting budget in order to support the program. The mayor has stated that the city is committed to increasing its tree cover and improving the overall appearance of the city. The city has set a goal of planting 10,000 trees this year. The city has also partnered with local organizations to support the tree planting effort. The city has received positive feedback from residents about the program and its impact on the city's appearance. The city is expected to continue its tree planting efforts in the future. The city is expected to continue its tree planting efforts in the future.
**Electric Accounting Machines Speed Work**

ELECTRIC bookkeeping machines are a part of the modernized accounting department on the fourth floor of the Minneapolis Star and Tribune building. The machines are located in a new soundproof room, occupying 1,220 square feet of space.

International Business Machines, including two printing punches, two alphabetizing machines and one computing punch, speedily handle the work. Ten people in the IBM department are trained to operate the equipment.

Prepare Classified Bills

IBM equipment is used for preparation of more than 39,000 classified advertising transient bills sent out annually.

The electric bookkeeping machine computes the amount due on each classified ad by multiplying the number of lines by the number of insertions, and, by use of a predetermined rate deck, calculates the amount due from the advertiser at the rate of 6,000 ads per hour.

The cards are then used for printing the classified transient bills at an average rate of 1,200 bills per hour. Cards that are used for transient billing are also used in preparing a trial balance of unpaid accounts for the credit department.

Individual circulation carrier and agency bond accounting reports are also made on these machines. Circulation bills are also soon to be prepared on punched cards utilizing the electric accounting machines. As a by-product of the billing cards, numerous statistics will be available for the circulation department.

For example, a comparison can be made of the draw for morning, evening and Sunday for carriers, agents or dealers on two given dates, or a comparison of the circulation drawn for towns, counties, districts, or by the preparation of delinquent lists, previously an arduous task, can also be easily and quickly handled from the cards.

Punched cards of certain mailings, indices, and for the circulation of 20 leading magazines, by counties in the Upper Midwest, can be used to take tabulations for sales presentations by the S & T advertising department.

**Mail, Records Depts. Do Big Jobs at S & T**

New equipment has also been installed in the enlarged mimeograph and multilith department, together with outgoing mail department, the latter handling between 140,000 and 150,000 pieces of mail per month via a postage meter machine, for the Minneapolis Star and Tribune.

The department also uses an Addressograph with automatic feeder to address all carrier bills for country and city circulation and weekly pay farm service. Addressing or advertising bills, payroll and promotion mailings totals approximately 100,000 impressions per month.

Two mimeograph machines are in almost constant service.

The multilith department uses two offset presses and produces approximately 575,000 individual forms per month. A perforating machine has recently been installed, enabling this department to produce all receipts used by the circulation department for country carrier and dealer, city circulation, country mail, and weekly pay farm service. This job alone amounts to printing and perforating more than 2,500,000 receipts per year.

Additional equipment in the multilith department includes a Davidson folder, Diamond paper cutter, and Standard duplicator. All of this equipment is located in, and is a part of, the stockroom and purchasing department on the first floor.

**Elevator Service**

The Minneapolis Star and Tribune building had adequate elevator service. Two passenger elevators, fully automatic, are available from the front entrance. Near the Fourth Street entrance is a new hydraulic elevator, used primarily for mailing room supplies and freight.

**What makes a newspaper great?**

- Among reasons why the Minneapolis Star and Tribune merit the accolade, GREAT... It reports and records the pulse of the Nation and the State. This is accomplished by the fact-finding facilities of the Gallup Poll and the Minnesota Poll which provide a barometer of public opinion on red-hot issues dominating the front page.

- As a result of publishing the public's views on national and local issues readers are better informed and more politically alert.

- Gideon Seymour, executive editor of both the Star and Tribune, recently explained the role of newspapers in providing public opinion polls as "simply news reporting in a new field—a third dimension in covering the news."

**AMERICAN INSTITUTE OF PUBLIC OPINION**

Publishers Syndicate—Representatives
Comfort Is Keynote
continued from page 5
is open Sundays from 7 p.m. to midnight.
In the stainless steel kitchen, each type of food is prepared in an oven, a refrigerator, or a combination of both. The kitchen is completely equipped with the newest refrigerators, ranges, dishwashers, and other units, cook's tables, meat blocks and a deep freeze unit. The bakers' kitchen is separate in itself. Employes are served from stainless steel serving counters. Food is kept set-in food warmers, and the plated keep chilled foods cool in the salad section. Milk is drawn from a Norwalk milk dispenser and a Bickstrick combination coffee maker is available. The coffee is hot.

Attractively Decorated
The main dining room is attractively decorated in varying shades of green with striped accents. Comfort is Keynote, 23 additional personnel are kept available by reservation. The kitchen is completely equipped with the newest refrigerators, and clean and fresh vegetables are used for a wide variety of dishes. Each person is served from a stainless steel serving counter, and each plate is kept warm. The room is open Sundays from 7 p.m. to midnight.

Library "Counter Service"
Immediately in front of the elevator on the third floor are two small interview rooms and an information booth. The interview rooms, equipped with small desks and chairs and used by reporters and writers to interview people coming to the department. A special work room has also been provided for reporters who are assigned to some special writing job requiring time and privacy. The editorial page department, with its editors, artists, researchers, and writers, is housed on the area of the "counter service." Staffers or visitors seeking information of the Star and Tribune find their way to the remelting department. A "counter service" is offered to reporters and visitors. A "counter service" is offered to reporters and visitors. The service is available to the public.

Install Tube System
A pneumatic tube system has been installed by Lamson Corp., Chicago. Connecting the main copy room with the composing room on the third floor, the pneumatic tube system is used throughout the entire composing room area.

Composing Room
continued from page 8
In the stainless steel kitchen, each type of food is prepared in an oven, a refrigerator, or a combination of both. The kitchen is completely equipped with the newest refrigerators, ranges, dishwashers, and other units, cook's tables, meat blocks and a deep freeze unit. The bakers' kitchen is separate in itself. Employes are served from stainless steel serving counters. Food is kept set-in food warmers, and the plated keep chilled foods cool in the salad section. Milk is drawn from a Norwalk milk dispenser and a Bickstrick combination coffee maker is available. The coffee is hot.

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"I like it here!"

A picture-story of an unusual and satisfying way of life as it is enjoyed by 4,500,000 fortunate residents of the Upper Midwest... and as it has been interpreted for millions of envious non-residents in the national magazine advertisements of the

Minneapolis
Star and Tribune

WHO LIKES IT HERE? George Grim, for one. This eastern-bred columnist of the Minneapolis Tribune bounced into Minnesota a dozen years ago, took a delighted look at the wonders of his adopted state and has been happily ricocheting around the region ever since, reporting on everything from state fair peep shows to small town basket suppers to big town doings. Grim's morning column, "I like it here," sparkles with human-interest stories about Minnesota and its people, rates top readership not only from Upper Midwest newcomers but also from long-time residents like...

THREE OLD TIMERS who have worked a grand total of 155 years as Minneapolis newspapermen. John Kennedy, Bill Krussow and Pat Kelly are senior members of the Minneapolis Star and Tribune "20-Year Club" which now includes 260. The younger men and women among the 1,900 employees working on these newspapers also develop that "stay-put" feeling, thanks to interesting and rewarding work in one of America's very largest and finest newspaper plants, and thanks to the attractions of living in Minneapolis, where there are...

11 FULL GROWN LAKES within the city limits! Minnesota's lakes (more than 11,000) teem with fish; her forests swarm with game. Among these lakes and forests dwell an intelligent, skillful people in highly civilized communities with fine schools, symphony orchestras, all cultural advantages. Their farms and factories are among the richest, most productive in the nation, their cities and towns are among America's finest. And yet, the virgin wilderness is never more than three hours away from their homes! To these and other Upper Midwest homes... (next page)
8,000 CARRIER-SALESMEN of the Minneapolis Star and Tribune each day deliver the best-read, best-liked, most-respected newspapers of this great 4-state region. Special incentive awards for service and efficiency...college scholarships, vacation jaunts and expense-paid tours...keep these earnest, businesslike youngsters on their toes. A real devotion to service, from newsroom to doorstep, plus spirited leadership and a genuine concern for the interests of all readers of all ages are characteristic of these friendly newspapers. For example...

$14,000 IN HARD CASH tumbled onto the desk of Minneapolis Tribune columnist George Grim when he told Upper Midwest readers the story of little Mamie Fisher who lost both feet in a mowing machine accident. Thanks to immediate and heartwarming response from thousands of readers, Mamie is walking again, will go to college, will face a happier future. Marshalling aid and channeling neighborliness to useful ends are one facet of a newspaper's job. But neighborliness works both ways...and Upper Midwest residents were delighted when...

BEST-READ COLUMNIST in any metropolitan newspaper is Cedric Adams, whose folksy paragraphs of trivia, gossip, humor and down-to-earth reporting are read by 73% of the women and 65% of the men who see the Minneapolis Star and Tribune. More important, Adams also makes friends and influences people as a champion of worthwhile civic causes, promoter of orphans' picnics and benefits for crippled children. Such genuine helpfulness and friendly concern for others are as important in a newspaper as they are in a neighbor, which explains why...

TWO BIG SILVER HELICOPTERS from the Minneapolis Star and Tribune made a 6-week, 15,000-mile tour of 120 cities and towns to give many Upper Midwest small-fry, their parents and teachers a first look at a strange new airborne vehicle of real interest to the aviation-minded populace of this great region. Finding the unusual, the important in aviation and every other field of progress and reporting on it or demonstrating it for readers is another part of a good newspaper's job. So is enthusiastic participation in civic promotions, parades and festivals. And naturally...
WHEN A CALL FOR CLOWNS went out to bolster the buffoon brigade of the Minneapolis Aquatennial, nationally famous summertime celebration of the City of Lakes, Minneapolis Star and Tribune staffmen joined other local business leaders to form the association of "Aqua-Jesters," amateur harlequins who add extra gaiety to gay Aquatennial events. In mask, costume and grease-paint, many an editor or feature writer cavorts each year in the colorful parades. From clowns to conservation is an easy step for public spirited newspapers, so ...
A PUBLIC SERVICE ADVERTISING campaign was launched by the Minneapolis Star and Tribune in national magazines to explain the unique advantages of the Minnesota way of life and the effect of outdoor living, excellent cultural and educational facilities and the exceptional abilities of Minnesota workers on the productivity of the region. (Said one labor union, "We'd rather fish with the boss than fight with him!") Because Minnesotans are an alert, sports-loving outdoor people, one of the best-read sections of their favorite newspapers is written by...

THE SPORTS STAFF of the Minneapolis Star and Tribune whose up-to-the-minute coverage of local and nationwide sports belies their languid appearance in this favorite departamental picture. Each year these key writers and their assistants cover literally thousands of contests ranging from Minnesota Gopher football games to curling matches and whale hunts. Another far-roving, all-seeing crew of expert writers (who see their home state much less often) makes its headquarters in the Minneapolis Star and Tribune's nerve center in the nation's capital...

THE WASHINGTON BUREAU, whose chief, Richard L. Wilson, visits this imposing residence regularly, and whose manager, Nat Finney, once outguessed Franklin D. Roosevelt himself on election results, and later won a Pulitzer Prize and the Raymond Clapper Memorial Award for distinguished reporting. Thanks to the work of the bureau men, Upper Midwesterners are among the best informed citizens in the nation on the plans and accomplishments of their government. Meeting the newspaper needs of this huge family of readers is a big job which requires...

ONE OF THE MOST MODERN NEWSPAPER PLANTS in the world, just completed and dedicated with impressive ceremonies. This is the home of the Minneapolis Star (evening) and Tribune (morning and Sunday) with circulation 585,000 Sunday, 465,000 daily. Only eight cities in the nation have Sunday newspapers with circulations as large, or influence as great among so many prosperous, progressive people. Next time you are in the Upper Midwest, we hope you'll visit us at the Minneapolis Star and Tribune building and discover why "We like it here!"
Most of the executives of the Star and Tribune have had their whole newspaper training in Minneapolis. In 1939, the Des Moines Register and Tribune, John Thompson, who was publisher of the Des Moines Register from 1924 until the Cowles’ purchased it in 1935, remained with the Cowles organization and today has the title of publisher.

Strong Executive Staff

John Cowles has been president of the Cowles newspapers and Mike has been chairman of the board ever since they purchased their first newspaper. When John moved to Minneapolis, Mike became publisher of the Des Moines Register and Tribune, and John became chairman of its board. Mike is the president, publisher and editor of the Cowles newspapers.

Gideon Seymour, vice president of the Cowles newspapers, has served as the editor of the Minneapolis Register and Tribune since 1924, and has been chairman of the board of the Cowles newspapers since 1935. He became president of the Cowles newspapers in 1949.

Joyce A. Swan, vice president of the Star and Tribune who has supervision over the advertising, circulation, promotion and personnel departments, started with the Des Moines Register and Tribune in 1935. He became managing director of the Associated Press and served as a correspondent in both World War II and a foreign correspondent in South America and Europe. He was formerly managing director of the Associated Press, and has been publisher of the Des Moines Register and Tribune since 1949.

Victor Cohn has just returned from an extended trip to Europe, but resigned in 1937 as editor of the Minneapolis Register and Tribune. He has served as a reporter and then a junior editorial writer with the Associated Press and served as The Star and Tribune's foreign correspondent in South America and Europe, but resigned in 1937 as editor of the Minneapolis Register and Tribune. He has served as a director and first vice-president of the Associated Press, and has been formerly a director of the Audit Bureau of Circulations.

Mike has served as a director and first vice-president of the Associated Press, and has been formerly a director of the Audit Bureau of Circulations. In 1935, the Star had but one advertising director, who had been an assistant to John Cowles before becoming vice-president. Mike has served as a reporter and then a junior editorial writer with the Associated Press and served as The Star and Tribune's foreign correspondent in South America and Europe, but resigned in 1937 as editor of the Minneapolis Register and Tribune. He has served as a director and first vice-president of the Associated Press, and has been formerly a director of the Audit Bureau of Circulations.

The Star and Tribune have been active in the Gridiron Club, with radio stations in Des Moines, IA, Yakima, WA, Roosevelt, Boston, MA, and Washington, D.C. Mike took over the radio shows when John assumed the major responsibilities of the Minnesotans flying the airlift to Berlin (Ind.)

The Star and Tribune have been equally active in the Gridiron Club, with radio stations in Des Moines, IA, Yakima, WA, Roosevelt, Boston, MA, and Washington, D.C. Mike took over the radio shows when John assumed the major responsibilities of the Minneapolis Star and Tribune.

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VIEWS IN THE NEWSROOM AND AT THE LOADING DOCK

The news goes in here... the roomy, airy, well-lighted newsroom of the Minneapolis Tribune...

...and the newspapers come out here: a scene in the garage, with control tower and loading dock for 14 trucks.
Pulitzer Prize Among Awards Given to S & T

AWARDS AND HONORS

AWARDS and honors have come to the Minneapolis Star and Tribune and staff members during the past two years. On May 3, 1948, during the Pulitzer prize and the Raymond Clapper Memorial award at Nat S. Finney, manager of the Star and Tribune Washington bureau.

The Pulitzer prize (for distinguished reporting of national affairs during Finney, May 3, 1948, for a series of articles written in the fall of 1947, revealing a federal administration plan to impose peace-time censorship of news of the United States and disclosure resulted in national protest that led to rescinding of the censorship.

Finney also received the Clapper award for outstanding Washington reporting in 1947, based on his handling of articles which won the Pulitzer prize.

3 Members Honored


To Carroll Binder, editorial editor of the Minneapolis Tribune, membership on the United Nations sub-committee on press freedom. (To serve through 1952.)

Missouri U. Honors Swan

Joyce Swan, vice-president of the Star and Tribune, was awarded the University of Missouri Medal of Honor "for distinguished service to journalism," at a special May 1, 1948, citation was made in recognition of "his aggressive search for new legal and progressive techniques, which have benefited not only the great Des Moines and Minneapolis papers, with which he has been associated, but journalism at large; his industry and candor for hard work; his inductive service to the civic interest of his community and to the cause of education for journalism."

A summary of other major awards and honors to the S & T and their staff members for 1947-48 follows:

National Safety Council Distin­

Awards to both the Minneapolis Star and the Minneapo­

las Tribune for outstanding service to safety during 1948, Awarded April, 1949.

Awards for News

Second place for outstanding

The Worry Clinic

Today great journalists all over America are joining with you 1,500,000 students of the Minneapolis STAR TRIBUNE UNIVERSITY to give "nine rahs" for Chancellor John Cowles and his newspaper "faculty."

Case ST-1949: John Cowles, aged about 50, is Chancellor of the STAR TRIBUNE UNIVERSITY with 1,500,000 students.

That's a mammoth educational institution, don't you agree? General Dwight Eisen­

hower heads Columbia University, which has 31,694 students.

And Blended Harold E. Stas­

sen directs the University of Pennsylvania with its 18,053 en­

rollment.

But it would require almost 50

Columbias, or 83 Pennsylvanias, to match the daily student body of the STAR TRIBUNE UNIVERSITY!

Thus, we should rightly ad­

dress John Cowles as Chancel­

for, and look upon his brilliant editorial staff as "faculty mem­

bers" or "professors of print," for that's exactly what they are.

Newspapers and radio are now the Siamese Twins of Adult Education. They influence us 365 days of the year, too!

At least 105,000,000 adult Amer­

icans study their newspaper EVERY DAY, not to mention the millions of teenagers and grammar schoolers who devour the comic pages.

So we should salute Chancel­

lor Cowles and his able "faculty" on this gala occasion when they are going into their wonderful new building.

In 1935, I began limiting my teaching at Northwestern Uni­

versity to join the "faculty" of American newspapers, realizing the greater opportunities thereby for releasing psychological facts and practical science to my fellow citizens.

That was the same year that America's famous journalistic team—the Cowles Brothers—

came to Minneapolis. They weathered the long Depression, plus the disruptions of World War II, including severe news­print shortages. Yet they have steadily advanced as great pub­

lic educators.

So may I try to play a new role today and lead you 1,500,000 students of STAR TRIBUNE UNIVERSITY in "nine rahs" for Chancellor Cowles and his able faculty?

HOPKINS SYNDICATE, INC

MELLOTT

INDIANA

33
GUEST SPEAKERS AT FIRST DEDICATION DINNER

ROBERT McLEAN: 'People Make a Newspaper'

People, not buildings and equipment, make a newspaper. Robert McLean, president of the Associated Press and of the Philadelphia (Pa.) Bulletin, pointed out in his address May 24 at the first of the civic dinners the dedication program for the new Minneapolis Star and Tribune building.

Terminating the American press both responsible and responsive, Mr. McLean asserted: "No, buildings are not the newspaper. A newspaper is people—its able editors, executives, reporters, compositors, pressmen, delivery boys, little merchants, you will...

...had been misled or had misled themselves in appraising the thinking of the American people. Certainly the results of the national election were not a surprise to newspapermen as they were to the public."

Looking at the national election as a whole and the thinking of the American people, Mr. McLean said: "The newspapers are the voice of the nation."

The discipline of the free or democratic society is essentially a struggle of fundamentally opposed social disciplines. The discipline of the dictatorship must be self-imposed. Without this sort of discipline, our democratic way of life is doomed to self-destruction.

Mr. McLean referred to recent discussion among laymen at the first of the civic dinners at the dedication dinner May 26. "Knowledge alone is not enough," warned Mr. McLean. "People must learn self-discipline or freedom cannot be preserved even in an educated American society.

Two Kinds of Discipline

The discipline of the free or democratic society is essentially a struggle of fundamentally opposed social disciplines. The discipline of the dictatorship is imposed, regimented, ruthless, utterly demanding, built on fear.

Mr. Cowles pointed out that profound change has occurred in human affairs in the last 50 years. "Universal suffrage or the right to vote; universal suffrage or the right to vote, movement of people to higher and more productive responsibilities; and the bold new medium of television to reach the masses," he added.

"Stalin impressed me then as sincere and honest on his basic position: no Russian expansion, no world revolution," said Mr. Cowles. "I suppose I never know whether Stalin was sincere in his talks with Willkie, whether he later changed his mind—or whether he may no longer be sole master of Soviet policy.

With Peace, he said, the last half of this country can be a golden era for U. S. "It can be," he added, "if the people of this great land are made aware of the basic truths: that the standard of living can be raised only through greater productivity, and that freedom is secure only when the people are involved in hand with responsibility and self-discipline. Making the people understand that freedom cannot be the victims of the will of the government."

Can Be Peace Builder

No, buildings are not the newspaper. A newspaper is people—its able editors, executives, reporters, compositors, pressmen, delivery boys, little merchants, you will...
ERWIN D. CANHAM: 'Press Can Learn from Others'

Erwin Canham, editor of the Minneapolis Tribune, told Upper Midwest editors and publishers attending the May 28 dedication luncheon of the Minneapolis Star and Tribune, speaking from his own firsthand experience at Lake Success, that the American concept had to fight for its life at the UN meeting. He asserted, however:

DANGER NOT OVER

"I do not believe there is any provision in the newspaper convention which was approved by the UN general assembly which can be used seriously to the detriment of American newspapers. I do not say that the convention will produce any great improvement, either. That remains to be seen."

"Nor is it the danger over, he warned, referring to the September UN meeting at which the American press will have a very large stake and the sub-committee on freedom of information and of the press, on which Carroll Binder, editorial page editor of the Minneapolis Tribune, is the American representative.

"I hope very much," said Mr. Canham, "that American newspapers will break away from this view, as they seek to break down the walls of darkness here and there in the world, and that Mr. Binder and his fellow newspapermen in other countries will do it henceforth predominately by cooperating and supporting their fellow newspapermen in other countries."

CONCLUSIONS

"Such a technique, of course, is now feasible with the communist countries. But it can do much to improve the status of the press in other lands which do not have the advantages of the United States. We can learn some things from these countries, too—newspaper wire services the true story of those nations, rather than simply the sensational trivia... It is enough to say that the governments of many small countries—especially including Latin America, the Arab states, and the Asiatic countries—are better about the kind of news that flows from their nations to the United States. I do not say they are right. I simply say they are better, and in any deal involving the 59 members of the United Nations they must be considered."

"Mr. Canham expressed hope that the American press and wire services will reflect more adequately in their viewpoints can readily be countered. The trouble was with other nations whose views on press freedom are different from ours, and who are committed to controls in one form or another."

"There we have a problem of explanation and of education. We also have the problem of breaking down barriers," he said. "Our chief problem was not with the Russians and their satellites. Their viewpoints can be counteracted. The problem is with other nations whose views on press freedom are different from ours, and who are committed to controls in one form or another."

"At Lake Success, we ran into buzz saws on every hand," he said. "Our chief problem was not with the Russians and their satellites. Their viewpoints can be counteracted. The problem is with other nations whose views on press freedom are different from ours, and who are committed to controls in one form or another."

Erwin Canham (left), Christian Science Monitor editor, and Frank Starzel (right), general manager of the Associated Press, exchange comments with John Cowles, president of Star and Tribune, at Upper Midwest editors' luncheon.
FRANK STARRZEL: 'Must Guard Free Press Principle'

Constant vigilance is needed by newspapermen to guard the free press principle. Frank J. Starzel, general manager of the Associated Press, told an audience of 400 Upper Midwest editors attending the May 28 dedication luncheon of the Minneapolis Star and Tribune.

Pointing out that in the final analysis, a free press is the bulwark without which all other constitutional guarantees might well disappear, Mr. Starzel continued:

Need Public Support

"This brings us squarely against the question of what happens should public opinion at any time fail to support vigorously the free press principle. And we must ask ourselves whether we are doing all we should to impress upon the public what a free press really means and how it functions."

"We are all familiar with the ubiquitous character who doesn't give a damn what happens so long as it doesn't happen to him. I fear that we are also developing in this country citizens who want to read and hear what is pleasant to their eyes and ears, to find in the public press only that with which they agree, and who have forgotten the importance of full enlightenment for the citizenry on all viewpoints of controversial subjects."

Turning his attention to the problem of world-wide news reporting, Mr. Starzel asserted "it becomes somewhat ridiculous citing to the objective newspaperman when he finds sizable elements among a free people who would shut off information which is unpleasant to them or does not seem to support what they deem to be the proper side in a controversy."

Cites Russian Problem

Such an "errant" philosophy manifests itself with some frequency, he added, in reference to news from Communist countries within its sphere of influence.

"None of us is naive enough to believe that a foreign reporter—or any reporter, for that matter, is a free agent in Moscow," said Starzel. "We all know of censorship and what it does to the correspondent's copy. We should know also, however, that while the censor can and does stop a correspondent's file, the censor does not dictate what he shall file. Neither is the correspondent assigned to Moscow unaware of the delicacy of his position. He is no neophyte easily victimized by cunning propaganda. Insofar as the situation permits, he tries and succeeds in sending out solid information..."

"A healthy skepticism toward copy from Iron Curtain countries is reasonable, understandable and to be encouraged. Nevertheless, it is downright alarming to find otherwise thoughtful people inveighing against any dispatch which might indicate that Russians are human and even occasionally making some progress socially, economically or politically. I suspect that there are people, many more than we would credit, who actively feel that the press should be enjoined from distributing any information concerning Russia that does not automatically damn the communist system."

"These unthinking demands for what amounts to a censored press could be the real chinks in the armor of press freedom. The editor who yields to these pressures is writing the death warrant for his craft and for the people's right."

John Cowles (left), president of Star and Tribune, checks notes with Laurence Gould, president, Carleton College.

LAURENCE GOULD: 'Press Provides Objective Information'

"Need for a free press and liberal education that chart a middle course between reaction¬arism and rigid authoritarianism is greater today than ever before," Laurence M. Gould, president of Carleton College, Northfield, Minn., declared in addressing the May 26 dedication dinner of the Minneapolis Star and Tribune.

The hazard of decreased opportunities for minority expression, through the decline in the number of newspapers in U.S., is more than offset by the much higher quality of today's newspapers, said Mr. Gould. "We look back at the days of personal journalism through rose-colored glasses, forgetting that there is a 'solid journalism' that does not automatically nor hopelessly biased and irresponsible," he said.

"While the modern editorial page is less colorful, it is more factual and more accurate."

Experts Required Today

"There is a close interdependence between a free press and liberal education, he added. "The modern staff of a modern newspaper no longer consists of Henry Wattersons and Horace Greeleys," said Mr. Gould. "In¬stead, it includes experts in all of our major fields of learning, arts, sciences."

"Today's newspapers cover a much more extensive area of information than any that have preceded them, and that information is much more accurate and objective. I merely suggest the guess that the American people today enjoy the best newspaper service that any people has ever had."

"It is the common task of a free press and of liberal education for education to provide objective information so that we shall develop citizens who will be defenders of our Democracy, because they know the reasons for their faith in that Democracy."

Free Press Persuades

Mr. Gould pointed out that it is in times of fear and unrest like the present that a free press becomes most important. "A free press is dedicated to the belief that the ends of a free society can be achieved only by persuasion—certainly not by coercion," he said. "It lives in the faith that the policy of enlight¬enment is better than the policy of suppression in defeating subversive ideas."

The speaker said the Star and Tribune have not been content just to provide information or facts about changing conditions. "I have been impressed by the integrity and independence of the editors in championing causes whether they be popular or not," said Mr. Gould. "Recent editorials on the controversial issue of federal aid to education are cases in point."

"I think the World Affairs Program under the direction of Professor Wesley of the University of Minnesota is one of the best means of helping to educate our citizens of tomorrow."

The Star and Tribune have served the Upper Midwest honestly and fearlessly as a great educational force. The expanded facilities of the new building will increase their service and their responsibilities."
"ALL the 14 new Headliner Press Units are equipped with BINGHAM Natural Rubber Rollers."

THIS IS ANOTHER FINE COMPLIMENT PAID TO SAM'L BINGHAM'S SON MFG. CO.... A TRIBUTE TO 102 YEARS OF ROLLER MAKING EXPERIENCE

Excerpt from a letter written to Editor and Publisher by Mr. Otto Silha of the Minneapolis Star and Tribune
THERE’S SOMETHING BIG HAPPENING ON EARTH RIGHT NOW!

The Minneapolis Star and Tribune Are Dedicating Their New Plant!

Frankly, we can’t guarantee that the Martians are too much excited about this big event. But we are! We of the Des Moines Register and Tribune are tickled pink the way our sister publications pile success on top of success.

With these new quarters and enlarged facilities, the Minneapolis Star and Tribune will be greater than ever! Their hundreds of thousands of readers can look forward to an even wider extension of service.

It’s another indication of the big way they do things up North—characteristic of the progress which has made these newspapers great and the best-read, best-liked, most respected in the great Upper Midwest Region which they serve.

We, of the Des Moines Register and Tribune, congratulate you, Minneapolis Star and Tribune.
Meet the Medallions

DAIRYING

MILLING

FISHING

FARMING

MINING

LUMBERING

These six medallions, each six feet in diameter, are a distinguishing feature of the new building's five-story facade. The work of sculptor Ivan Doaeff of the University of Minnesota, they represent six of the principal sources of wealth in the Upper Midwest.