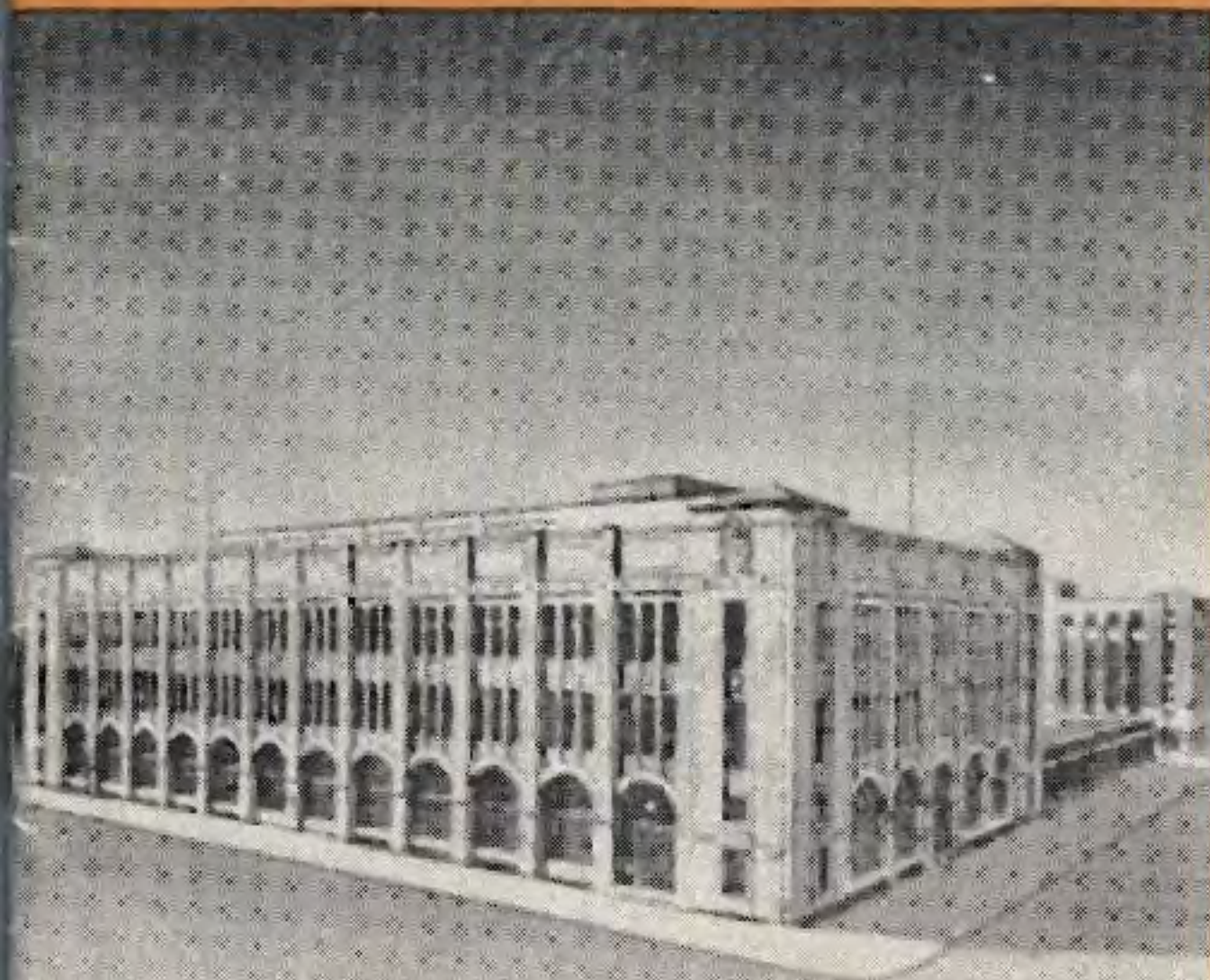


The Detroit News

THE HOME NEWSPAPER

Established August 23, 1873



WWJ

THE HOME RADIO STATION

Established August 20, 1920



The Story of The Detroit News

The first issue of The Detroit News was published on August 23, 1873, in leased quarters in a building on Woodbridge Street, near Griswold. The paper's instant popularity and rapid growth prompted the founder, James Edmund Scripps, to acquire property and develop a plant on Shelby Street, between Congress and Larned, to which it moved two months after its birth. There it remained, through 44 years of expansion, construction and remodeling; its ground area multiplying nine times in that period. The present main building was opened October 15, 1917, since

which few years have passed without some work of alteration or extension. The News now occupies the entire block, 300 by 280 feet, bounded by Lafayette, Second, Fort and Third, and two adjacent parcels of land, one devoted to its 200-car garage; the other to the new Studios of WWJ-The Detroit News. Employing a mere handful of workers at the time of its founding, The News now lists approximately 1,500 persons on its regular payroll; while thousands of others derive incomes from service in gathering news and distributing the newspaper.

The Editorial Department

A legion of reporters, whose lines of communication penetrate the remotest parts of the Earth, serve the readers of The Detroit News. Supplementing its local reportorial organization are several hundred correspondents in Michigan, in other states and in foreign countries, as well as private staff bureaus in Washington, New York, Lansing, Ann Arbor and Hollywood. Through these and the combined resources of the Associated Press, the United Press Associations, and the North American Newspaper Alliance, News readers are supplied daily with authoritative information about local, national and foreign affairs. Photographs are provided by The News' own staff of 20 photographers, and by leading photographic services of this and other countries. Every known means of transmission is employed, including



City Room and Reportorial Staff

automobiles, trains, airplanes, telegraph, telephone, and radio. Notable in this connection are The News' airplane, "The Early Bird," and the Mobile Unit of WWJ, both ingeniously equipped for the taking and transmission of pictures. Illustrative drawings and paintings are prepared by the newspaper's own staff of 13 artists.

Reference Room and Library

In order that members of the editorial department of The Detroit News may have access to the latest available information about people, places and events, a library and reference department are maintained which contain more than 24,000 books, 2,500,000 clippings from various publications, 750,000 photographs, 50,000 zinc etchings, and 5,000 pamphlets. A score of experts are engaged in the selection, classification, indexing and filing of these reference materials and—more important—in servicing the staff according to their needs. The library of The News surpasses in size more than half the college libraries of the country; and the analytical index cards that unlock the information contained in its books number close to 200,000. The files of the newspaper, which are for staff use only, are preserved not



The Library

only in bound volumes but on motion picture film, the tiny photographs being enlarged and projected by a machine specially designed for that purpose. A conspicuous feature of the handsome library is a series of leaded, stained glass windows, portraying the arts and sciences, designed and executed by G. Owen Bonawit.

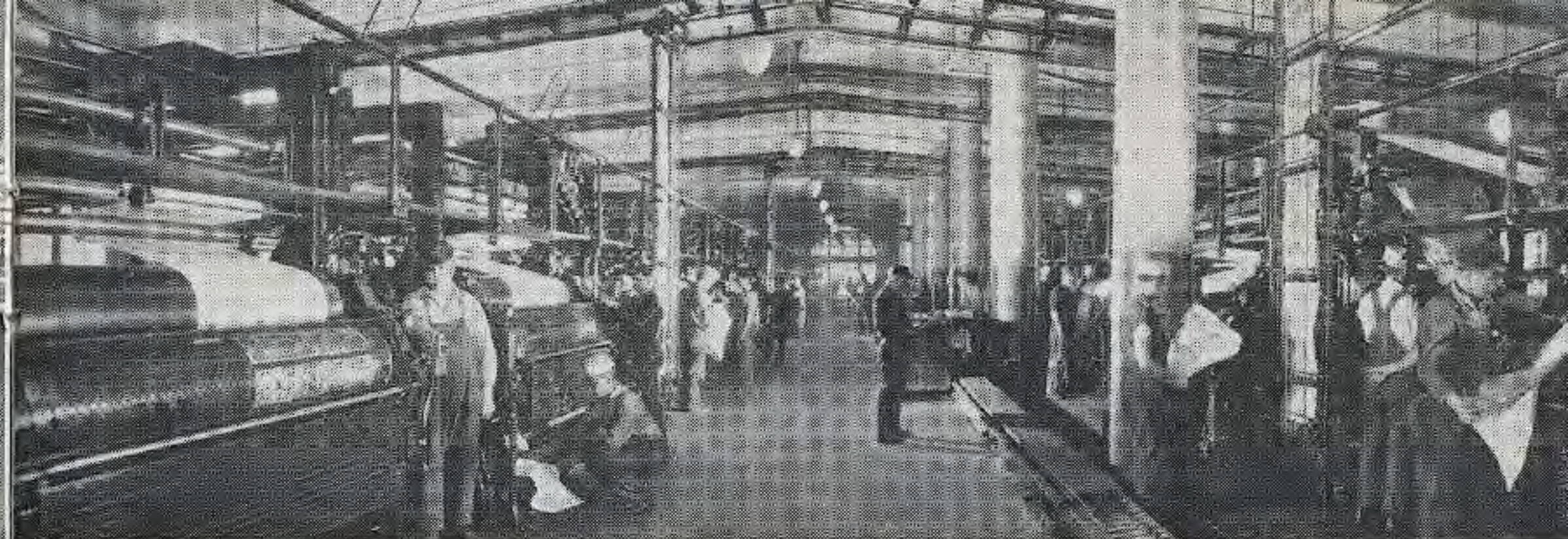
Composing Room; Stereotyping Dept.

The composing room, where type is set and "made up" into pages, and the stereotyping department, where printing plates for the rotary presses are produced, are among the most highly mechanized divisions of the newspaper plant, yet they engage the services of nearly 300 men. Hand-set type is now virtually a thing of the past. Sixty-one typesetting machines, each capable of setting as much type as five or six men could by hand, and eight devices for casting type, rules and borders, prepare "copy" for printing. The type itself is not directly used in printing. Instead, the assembled pages are duplicated by the stereotyping process. Under great pressure, papier-mâché impressions of the type pages are produced, and these serve as molds from which are cast, by machinery, the semi-cylindrical metal



The Composing Room

printing plates which are attached to the rollers of the presses. Each of the plate-casters will turn out 20 plates a minute. The stout-sinewed stereotypers, producing 1,500 plates for a week-day issue of *The News*, handle 210,000 pounds of metal in the process of casting new plates and melting down old ones.



A Section of the Main Press Room

Were the 54 printing units in *The News'* vast press room to be run simultaneously and at full capacity, they would produce 495,000 48-page newspapers each hour—8,250 each minute—completely printed, cut, folded, counted, and delivered to the bundlers. They are actually capable of printing two colors in addition to the black,

without reduction in capacity. A separate four-color press, located in the same room, is employed to print the comic sections of the Sunday edition. *The News* also operates its own rotogravure presses. Approximately 100,000,000 pounds of news print paper and 1,500,000 pounds of ink are consumed annually.

The Circulation Dept.

Maintaining the position of The News as Detroit's favorite publication, over the whole span of its life, has involved the development of a tremendous circulation organization. Most numerous among its distributors are, of course, the carriers, of whom there are in round numbers 6,500. Of these, 3,500 serve homes within the city limits, and 3,000 carry The News to suburban and up-state subscribers. Ninety-eight auto trucks are required to rush the various editions of the newspaper to 2,000 news stands in Detroit and suburbs, and to 146 supply stations where newsboys get their papers for home delivery. Truck routes, varying in length, cover the intensively developed trading area of Detroit, some extending as much as a hundred miles beyond the city. No other newspaper is as widely read in Michigan. Every one of the state's 83 counties is served with daily



The Mailing Room

and Sunday editions, though some are nearly 500 miles distant as the crow flies and 600 miles by road or rail. The News also circulates in every state in the Union and every province of Canada. The average circulation for six months ending March 31, 1937, was 329,944 weekdays; 383,318 Sundays.

The Classified Advertising Dept.

When Junior discovers his pet dog has strayed; when Mother decides to sell out her odds and ends in the attic; when a used car dealer determines to reduce his stock drastically, the first thought is a "want ad" in The Detroit News. A vast number of classified advertisements are placed through neighborhood stations, of which there are 725 in the city and its suburbs, all in constant touch with the central office. There, in a sound-deadened room, is the world's largest installation of "telephone receiving and selling units" for classified advertising. When the volume of telephone calls to and from outlying stations reaches its height, a hundred girls, operating noiseless typewriters, are at work in the room, supplemented by 25 or more messengers and aides located there or elsewhere in the building. Pneu-



Want Ad Receiving Units

matic tubes carry their "copy" to the business office for checking, classifying and alphabetizing, preparatory to being set in type. Each year, The News publishes nearly a million want ads, constantly leading all the newspapers of the United States in the publication of these small but important and efficient messages.

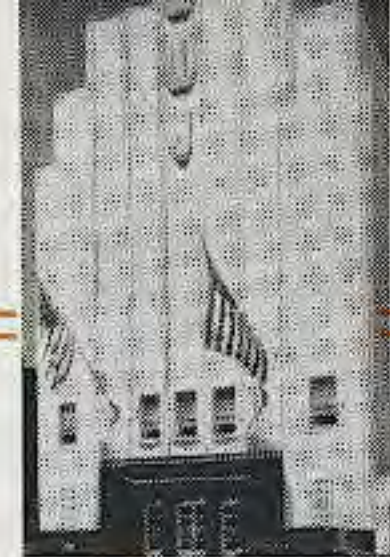
The Detroit News Home Institute

The lower level of the Studios of WWJ is devoted to the diversified activities of The Detroit News Home Institute. Among the facilities are a superbly equipped test kitchen, supervised by an expert in home economics; an exhibition room, used also as a meeting place for small groups and as a classroom for students of cookery and other domestic arts; and a group of model rooms, which illustrate current vogues in interior decoration and represent feminine interests that the Women's Pages of The Detroit News serve. The director of the Institute and her staff endeavor to anticipate the concerns of womankind, the trend of their thoughts, the problems for which they seek solution; and to provide a forum for study and discussion. Opportunity is furnished to leaders in the civic, cultural and philanthropic life of city



The Test Kitchen

and state to acquaint women with the progress that is being made. So vital have the programs been, and so popular, that the Auditorium Studio is used by the Institute several times each week and is frequently inadequate to accommodate all who seek admission. All of its services are rendered without charge.



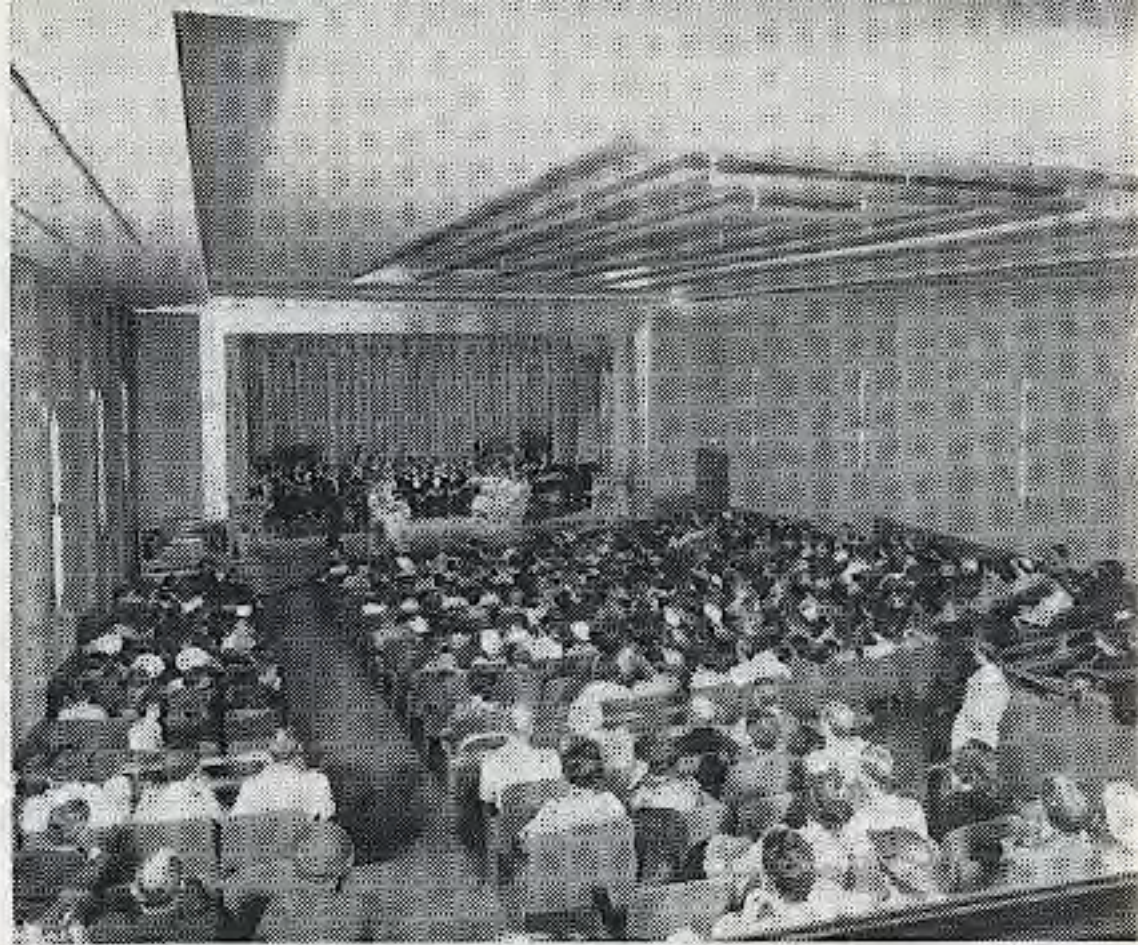
The Birth of **WWJ** World's Oldest Radio Broadcasting Station

August 20, 1920, the world's first "commercial" broadcasting station, WWJ-The Detroit News, went on the air. Every day since that time, radio audiences have listened to its programs. But the interest of The Detroit News in radio dates back to 1902, when a young inventor, Thomas E. Clark, persuaded James E. Scripps, founder of The News, to witness a private demonstration of his experiments with wireless. So thrilled was the publisher that he handed the inventor \$1,000, to finance his efforts. And so thrilled was the pub-

lisher's son, William E. Scripps, now president of The News, that he himself became an amateur devotee of the developing science; and later executed the contract whereby the newspaper became a pioneer in radio history. The original apparatus, a DeForest OT-10 transmitter, could be heard a distance of about a hundred miles; but quickly became obsolete and was replaced by more powerful equipment. It is now the most prized exhibit among the radio "antiquities" at the Transmitter of WWJ.

Unsurpassed Broadcasting Facilities

In 1936, WWJ left the place of its birth, the publishing plant of The Detroit News, taking up quarters in two handsome new buildings: the Studios of WWJ, across Lafayette Boulevard from The News Building, and the Transmitter of WWJ, located on the outer rim of the city, at Eight Mile and Meyers Roads. The facilities provided are the newest and most efficient known to the art of radio production and the science of radio engineering. No studios excepting those of the two principal American broadcasting chains equal WWJ's in size, and none exceeds them in beauty. All studios (of which there are five, variable in size and function) are of "floating construction"; that is to say, their walls, ceilings, floors, and even the electrical conduits entering them, are mounted on cushions of felt packing,

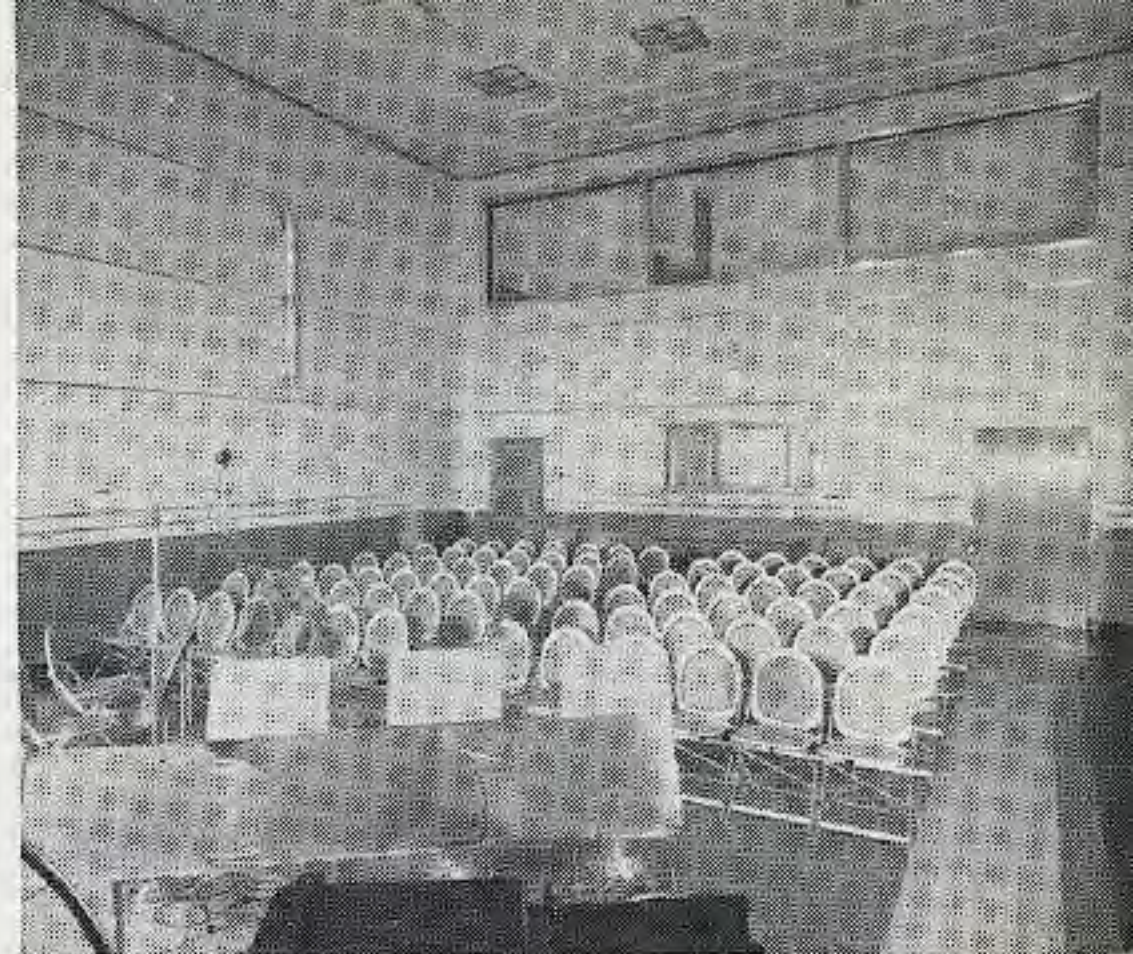


Auditorium Studio

separating them from the remainder of the building. Thus the sensitive microphones are shielded against external noises and vibrations. Most elaborate is the Auditorium Studio, seating 340, and equipped for stage productions and sound motion picture projection, as well as for radio broadcasting.

Pleasing to Eye and Ear

The visitor's first overwhelming sense of the luxury of the Studios of WWJ yields to a consciousness of the simplicity marking the structural design, and the restraint exercised in decoration. As the engineer has achieved perfect acoustics to please the ears of the unseen but listening public, so the artist has gratified the eyes of those who are privileged to witness a broadcast. The same richness, comfort and simplicity characterize the lobby, executive offices, lounges, clients' and artists' rooms, observation booths and other portions of the building. Winter and summer, the temperature and humidity of the studios are perfectly regulated by one of the largest air-conditioning systems ever installed in Detroit. Flanking the main entrance to the building are two black granite sculptures by the famed



Studio A

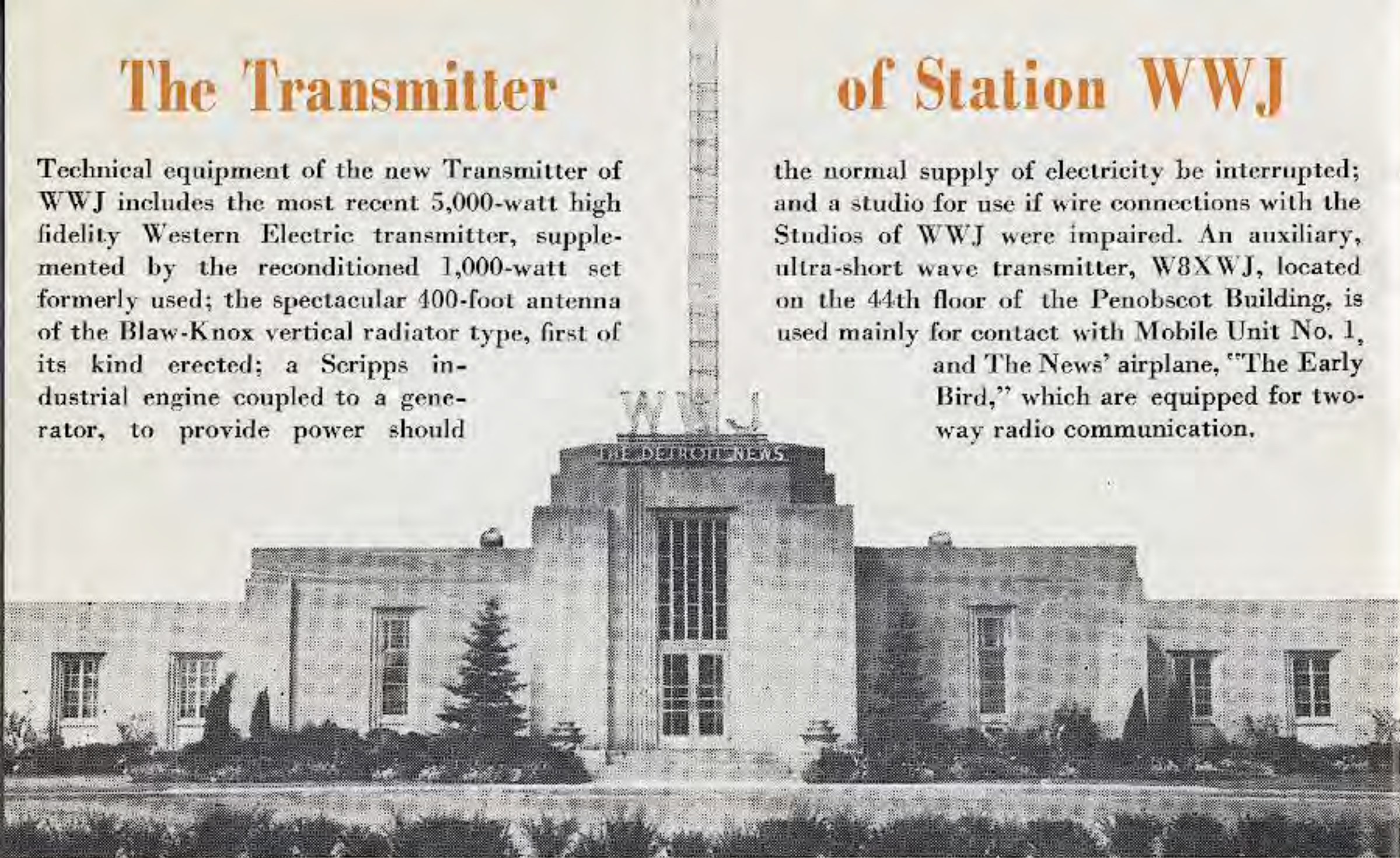
Carl Milles, of Cranbrook, portraying with whimsical humor a group of orchestral performers for radio, and members of their unseen audience. At the Transmitter of WWJ, a decorative feature is a set of murals, by Albert Gizzo, done in subdued blues, black and gray, symbolically depicting the spirit and progress of radio.

The Transmitter

Technical equipment of the new Transmitter of WWJ includes the most recent 5,000-watt high fidelity Western Electric transmitter, supplemented by the reconditioned 1,000-watt set formerly used; the spectacular 400-foot antenna of the Blaw-Knox vertical radiator type, first of its kind erected; a Scripps industrial engine coupled to a generator, to provide power should

of Station WWJ

the normal supply of electricity be interrupted; and a studio for use if wire connections with the Studios of WWJ were impaired. An auxiliary, ultra-short wave transmitter, W8XWJ, located on the 44th floor of the Penobscot Building, is used mainly for contact with Mobile Unit No. 1, and The News' airplane, "The Early Bird," which are equipped for two-way radio communication.



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