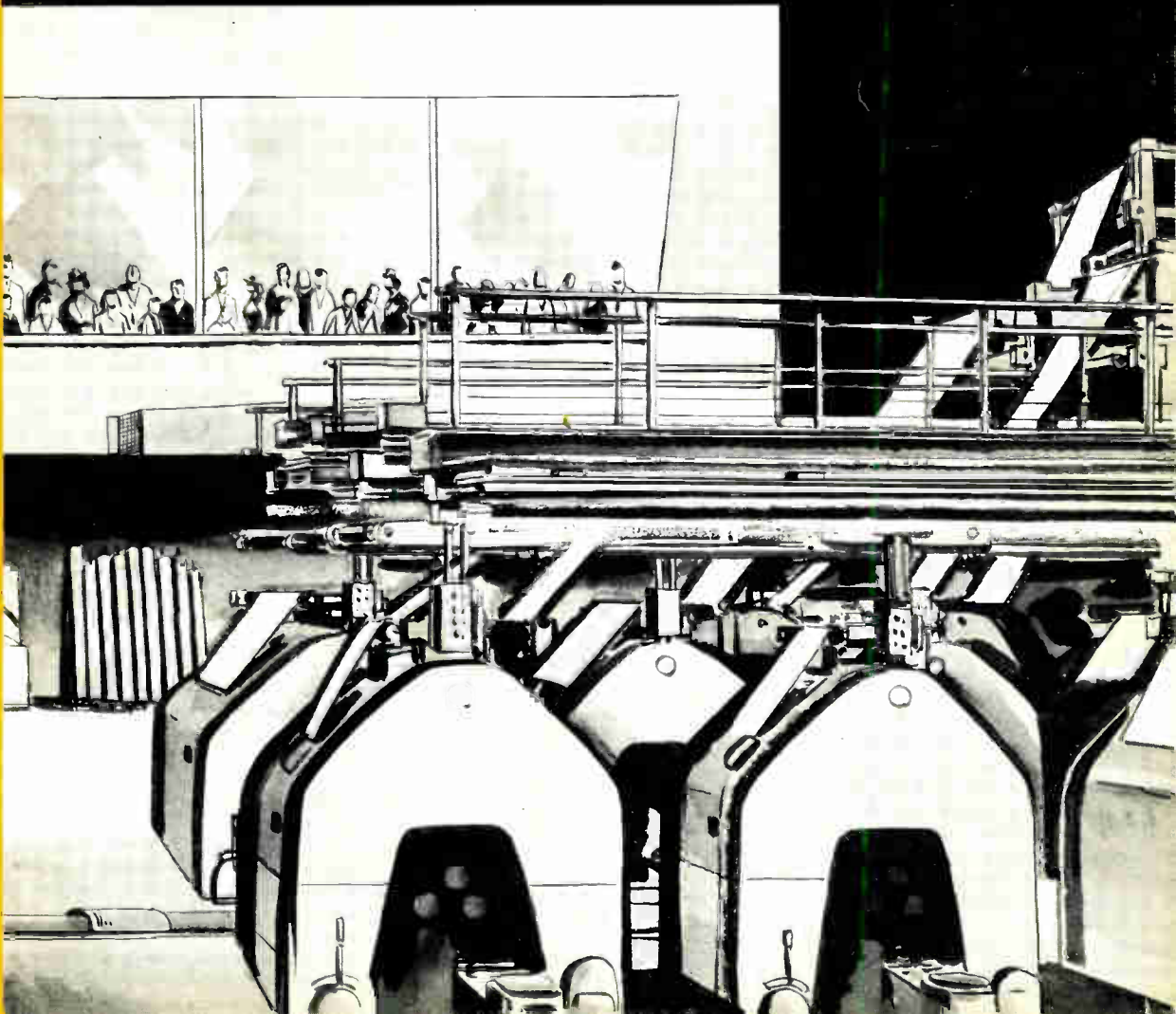


behind the scenes at
THE MILWAUKEE JOURNAL
and Radio City

A tour of Wisconsin's foremost newspaper, radio and TV stations



Much more than meets the eye goes into the making of a great modern newspaper.

Huge, roaring presses meshed to a nicety; linotypes clicking off type with almost human intelligence; acids biting out beautiful cuts; the wizardry of cameras; great rolls of print paper on reels as finely balanced as a trout outfit—all those and many more mechanical fruits of the mind of man you see here and marvel at. What you do not see is the heart and soul without which no newspaper can measure up to its full duty and responsibility.

The Journal is proud of the equipment that makes it physically possible to give to each reader every weekday evening and every Sunday morning in print a full record of the doings of the day in city, state, nation and overseas.

And with that story to give interpretive and cultural information to make the story meaningful. It spares neither research nor money to keep that equipment up to the minute. Its record in that respect is such that the plant described in these pages is accepted as a model in the nation and is visited and studied by newspaper mechanics all the way from Australia to Denmark.

But that is only a part of The Journal's job. Unless the product of that great machine adds something of worth to the lives of its readers, it is just so much clanking steel wearing itself out to no purpose. The Journal conceives it to be its duty to see that that product profits those who receive it; that it holds for them a light to help them find the way in this tangled world.

The Journal believes that a newspaper, in interpreting the news for its readers, assumes a solemn trust to put the public welfare above worldly profit. That has been its belief these 70 successful years. It grows firmer in that belief year by year.

The Journal had its birth in the days when all newspapers were organs—special pleaders. In most cases their causes were just, but their outlook was narrowed by their zeal for a cause. They were out to convert the public to their particular gospel rather than to enlighten readers and trust them to find their way. They were blind to their duty to print the news. As an example, the leading newspaper in this state, stanchly Republican, refused to print the established fact that a Democrat had been elected to congress from Wisconsin.

That was too much for one of that paper's employes, Lucius W. Nieman. He resigned, and in 1882 he started The Milwaukee Journal, which he dedicated to the proposition that a newspaper is a sacred trust—not the slave of the beliefs or wishes of its publisher. Now, that is the generally accepted creed of newspapers, for its soundness has stood the test of years. As The Journal grew it never lost sight of the fact that its greatest asset was the confidence of its readers. It respects their intelligence, their sensibilities and their dignity. It never fancied itself smart enough to fool them and it never tried.

At a turning point in the life of The Journal a man of energy and purpose and faith joined its staff. His experience had convinced him of the soundness of The Journal's way and he had the vision to gear it to the quicker tempo and new ideas that came after the first World war. His name is Harry J. Grant, now chairman of the board of directors of The Journal Company, and for 38 years this newspaper's watchful pilot.

Mr. Grant recognized that good newspaper making required integrity and idealism, as well as brains. He was convinced that to live up to its mission, a newspaper must be produced by men and women dedicated to public service. He saw that proper results could not be had from fitful and wandering employes. His problem was to enlist the best employes, by offer-



L. W. Nieman

ing them, insofar as possible, security and a material part of the fruits of their work. So it was that when opportunity came for employes to share in the fortunes of the paper, Mr. Grant made effective a plan whereby employes might become part owners. In 1937 employes were enabled to buy 25% of the ownership of The Journal and in 1938 another 15% was made available. Today Journal employes own 55% of The Journal Company and by 1959 this will have increased to 67½%.



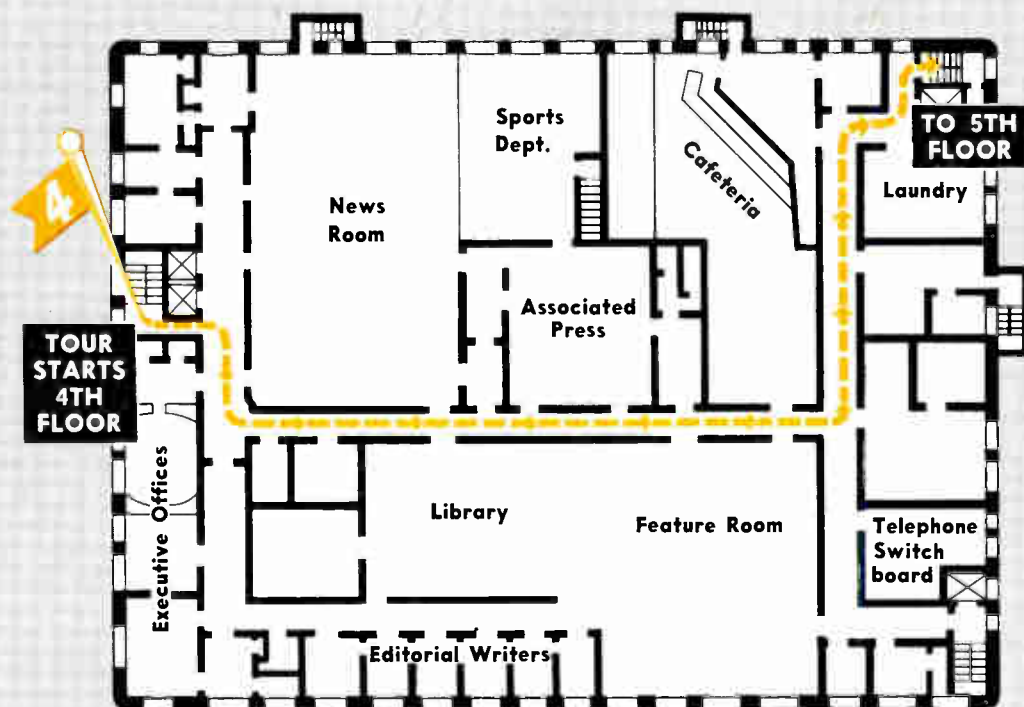
Harry J. Grant

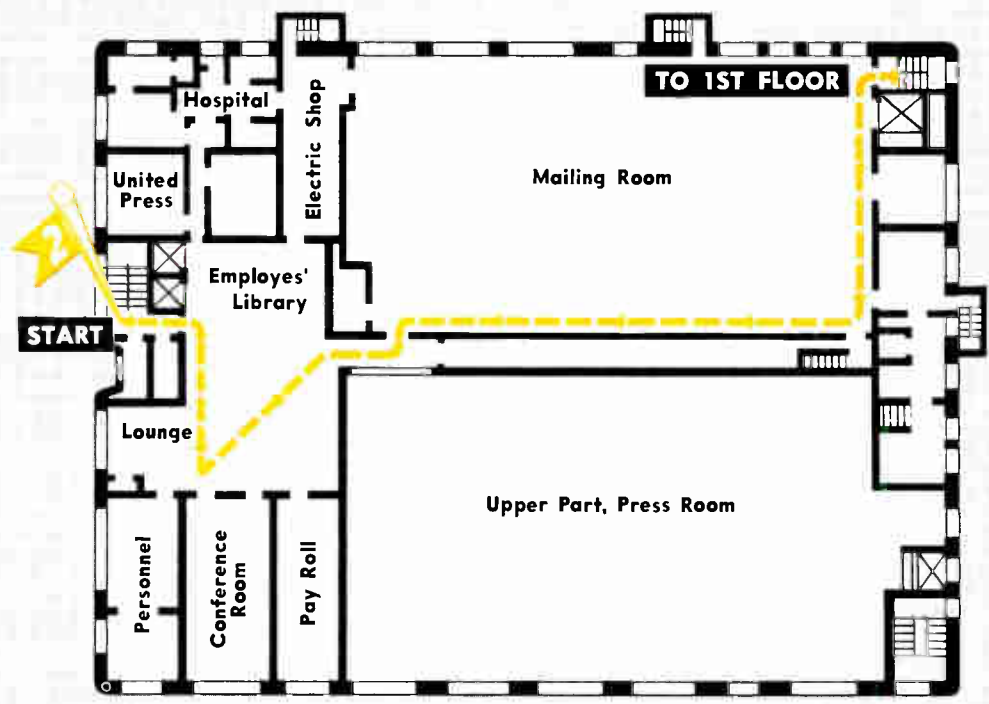
That means that every employe is potentially an owner. It means that he believes in The Journal and has a life stake in its success. With the lives of its employes so closely tied in with the life of The Journal, it is no surprise that it should come to be accepted as an institution of, by and for Milwaukee and Wisconsin; that more than 346,000 persons have it in their

homes each day and more than 468,000 take the Sunday edition.

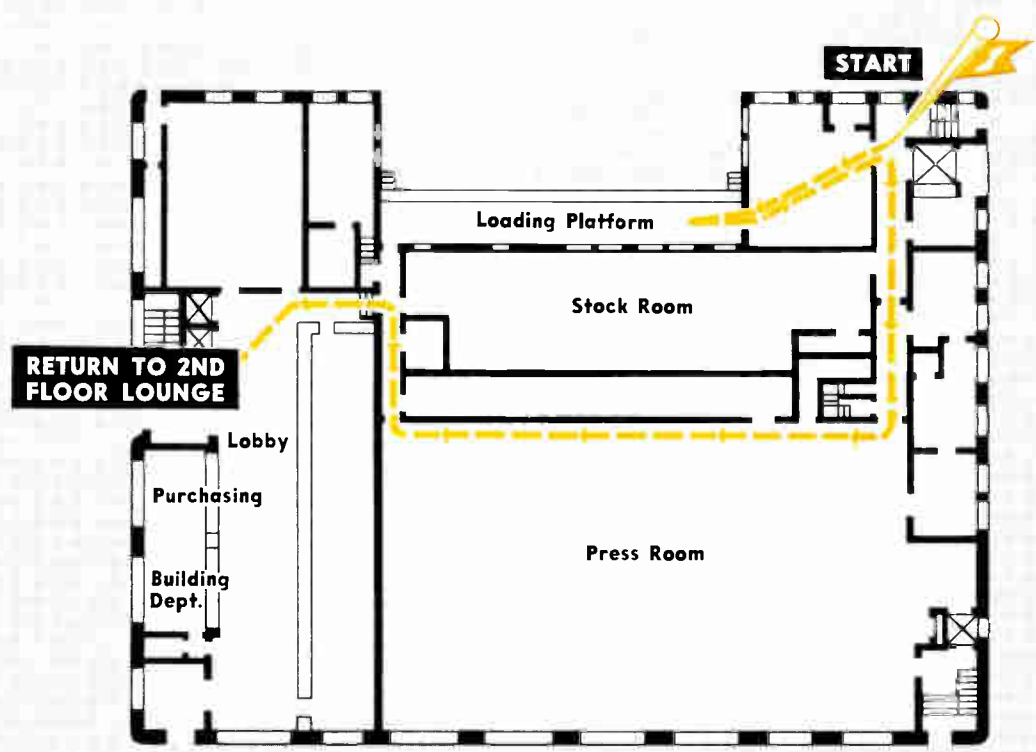
In the course of its development The Journal has won wide recognition in the newspaper world. Its methods and technique are studied in schools of journalism and its success as a business enterprise is the wonder of publishers. It has received awards for excellence in various departments—mechanical, business, advertising and editorial. It was the second paper to get the Pulitzer prize, the nation's greatest formal honor, awarded each year to the American newspaper performing the outstanding disinterested public service. That award was won for its fearless stand for all-out Americanism under conditions that made such a stand seem hazardous.

Of all these awards, as well as the many less formal recognitions that have come to it, The Journal is justly and humbly proud. It is glad to be received thus generously by its newspaper brethren. But more highly prized than any such acclaim is the fact that in its own community it is a trusted and welcome daily visitor in nearly every home.





Second Floor



First Floor

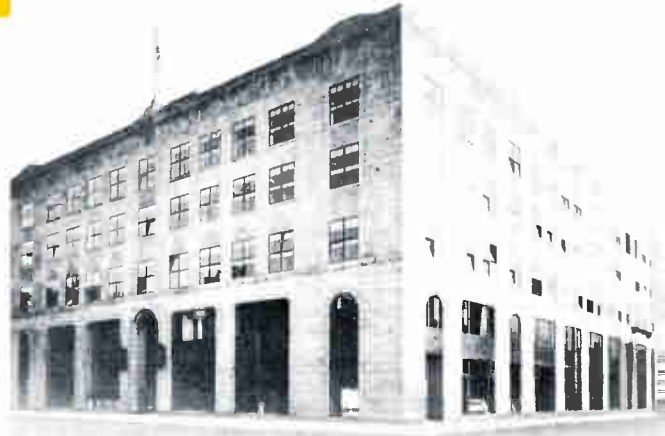
News . . . from tip to type

In your trip through The Journal plant you have seen something of the making of a metropolitan newspaper. So that you may have a record of what you saw and of the many activities and functions you could not see, this book is presented to you with the compliments of The Milwaukee Journal.



Reporting the news is a big job

The business of The Milwaukee Journal is to gather and report the news accurately to its many thousands of daily readers. To do this adequately and speedily the paper is published in a large, five story building, located in the heart of the city and covering an area of a quarter of a square block.



News travels a definite route

Let's imagine that a particular story is being followed through the building. Suppose, for example, that a fire breaks out somewhere in the city. When the alarm is sounded at fire headquarters, the signal rings in the police reporters' press room at the safety building. Now let's assume that the blaze reported is a large fire. The reporter at the safety building calls the city editor on the fourth floor of The Journal building, and the city editor sends a reporter to the scene of action to get the story.



Reporters get the facts



On a routine story assignment, possibly one reporter and a photographer might be sufficient to get the facts and pictures necessary to adequately report the news. On a big event, such as a large political convention, a large fire, a train wreck or disaster, all the resources of the news department might be enlisted in the task of supplying the public with full details of the event in words and pictures.

Pictures are important



Pictorial reporting of the news is growing more important as people grow more and more picture minded. The press photographer with his camera can add impact, drama and realism to the news report of an event . . . letting his pictures portray the scene so vividly that readers, through the pages of *The Journal*, can be eyewitness spectators at the important news events of the day.

Rewrite man writes the story



Perhaps, if it is near deadline time for the paper's latest edition, to conserve time the reporter may hurry to the nearest telephone, where he calls one of the rewrite men who sits at the U shaped desk with the city editor.

The rewrite man takes notes of all the facts reported to him over the phone, turns to a typewriter and writes the entire story. In a paper the size of *The Milwaukee Journal*, several rewrite men are available at all times in the course of a regular newspaper day.

The story is checked and edited

After the story is prepared by the rewrite man, it is then passed to the city desk for editing. Then copy readers, who sit at a large semicircular desk, check over, edit and write headlines for the story.



Fast action is vital

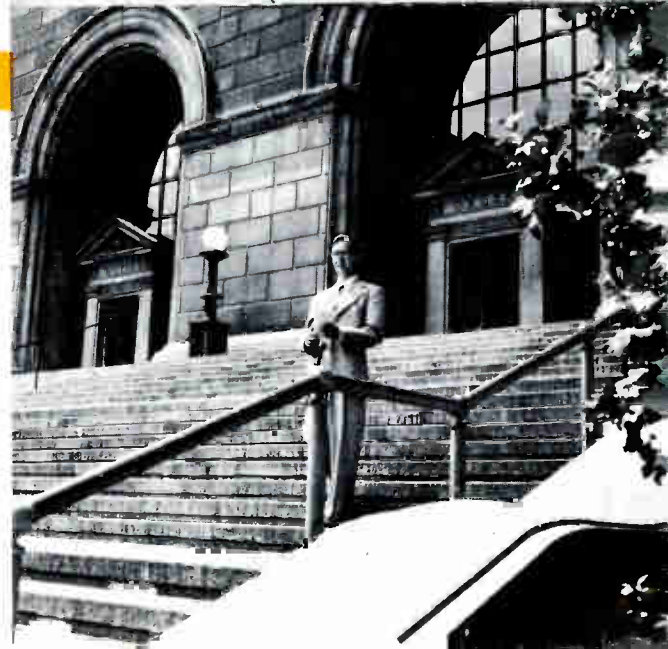
With this the story leaves the editorial department and is rifled through a pneumatic tube to the composing room, located on the fifth floor.

News of the city, the everyday happenings of which most of us know largely through the medium of the newspaper, is known in the newspaper office as local news. There are a number of sources and ways of obtaining local news. A day and night staff of police reporters keeps the city editor informed about police activities.



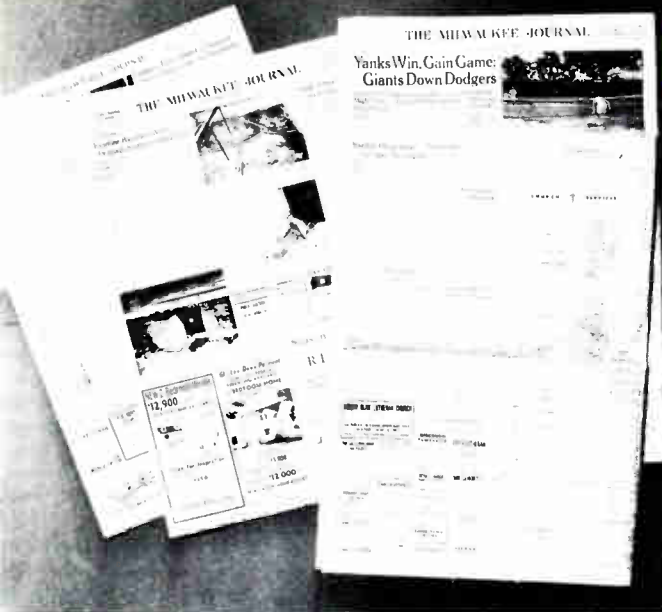
News staff is like an army

A big and important news story may happen at any time. News events may crowd each other in quick succession or even simultaneously — calling for quick decisions in the disposition of the news staff. Some reporters have regular “beats”—the city hall, the courthouse, the federal building, etc. As in the case of the big fire illustration, other reporters are sent out each day on special assignments. Oftentimes during the day, reporters are stationed at places where it is expected that an important story may “break.” Someone is on duty in the news room from 7 a.m. until 5:30 p.m.



Many editors are needed

Associated with the local staff and also found on the fourth floor of The Journal are various editors who cover particular fields of news requiring specialized attention. Financial news, church news, real estate news, industrial news, society and sports news are written by men and women recognized as authorities in their specialized fields. The state editor and his staff edit news stories sent in by almost 200 state correspondents. Every vicinity of Wisconsin is represented by a Journal correspondent who reports happenings of interest in his community.



National and world news covered

The news of the world outside Wisconsin is handled by the telegraph desk. One duty of the telegraph editor's department is to edit and transform into daily news stories articles written by Journal staff men on special assignment in distant places. Depending on the urgency in getting the day's news, articles prepared by staff writers in distant lands are either radioed, cabled or air mailed to the telegraph desk.



Special correspondents travel far

The Korean war, for example, was the occasion for a heavy inpouring of news to The Journal. Regular and special dispatches from news agencies and correspondents must be selected and edited for Journal columns daily. During World War II, The Journal had its war correspondent, who devoted his stories to reporting the fortunes of Wisconsin boys in the various war theaters. The Journal sometimes sends staff writers many thousands of miles to report news of particular interest to Wisconsin people.



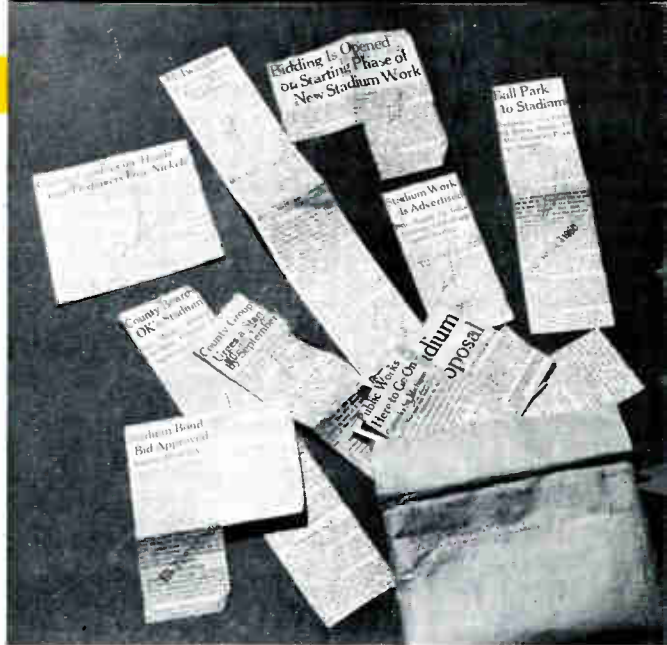
Editorial writers meet daily

Just around the corner from the news room are found the executive and editorial offices of The Journal. Here also is found an attractively furnished room which is used for conferences with those who have business with the editorial department. Another conference room is used daily as a meeting place for editorial writers and The Journal's cartoonist in discussing the significance of events about which editorials are to be written and cartoons drawn.



Millions of facts in library

Adjoining the editorial conference room and directly across from the news room is The Journal reference library. It is sometimes referred to as the "morgue," a name used because it contains biographical material from which obituaries can be written. The librarians clip numerous articles that appear in the daily and Sunday Journal and file them so they become a permanent part of the library. Filed in The Journal library are stories and pictures of persons who have been in the news during the last 25 or 30 years. More than 2,000,000 clippings and in excess of 1,000,000 photographs are available to The Journal staff.



Papers recorded on microfilm

Since 1940, The Journal has been micro-filming all of its papers in preference to retaining the bound, bulky master files. Through this method, a reel of film is affixed to the projector, focused on the screen and a half month's news, just as it appeared in The Milwaukee Journal, passes in review. Current volumes of the New York Times are now being preserved in the same way. The entire contents of 15 issues of The Journal, recorded page by page, can be filed on a reel of microfilm 80 to 100 feet long.



Teletypes chatter cross country



Across from the library on the fourth floor is located the Wisconsin headquarters of the Associated Press, a world-wide organization for gathering news and distributing it to newspapers. The initials "AP" seen at the beginning of many stories in *The Journal* indicate that the material is supplied by this news gathering organization. As the operators type on the sending machines in this office, the messages are automatically received in other cities subscribing to the service. Similarly AP news from other points in the world is received at *The Journal*.

Regional bureaus watch news sources



The *Journal's* Madison bureau covers state politics and governmental business affairs. The Washington and the New York bureaus are largely responsible for passing on to the home office current national and political news as well as any important news stories of special interest to Wisconsin people.

Offices of the United Press, another of the three sources of receiving news at *The Journal*, are located on the second floor of *The Journal* building.

Pictures by wire in 8 minutes



Included as a part of the Associated Press is the AP wirephoto room. Of the many devices which speed up *The Journal's* service, wirephoto is the most fascinating. Only a short time ago, transmission of pictures from distant points took hours and sometimes days. Today a picture can be sent across the country by wire in eight minutes, making it possible for the reader of *The Journal* to see the picture and read the news story on the same day.

Pictures sent by wire, too

Photos can be sent from Milwaukee to newspapers of other cities by wirephoto. Let's assume that a Journal staff photographer has obtained a good picture for the fire story mentioned previously. If the picture is requested by picture editors in other cities, the Milwaukee operator inserts the photographic print in his sending device and starts the machinery. Within minutes, cities all over the United States have a copy of the photograph.



Pictures sent over telephones!

An added picture service subscribed for by The Journal is United Press telephoto. Telephotos are sent to The Journal over telephone wires. They are received in the photographic studios on the fifth floor. By means of a portable telephoto apparatus, Journal staff photographers can go to a town out in the state, take pictures and send them by telephone to The Journal building. The Journal also sends and receives telephotos to and from other large newspapers. Incidentally, The Journal is the only newspaper in Wisconsin offering its readers the services of both AP wirephoto and United Press telephoto.



Journal readers like features

Beyond the Associated Press rooms is the feature room, where the Woman's Page, book reviews, Editorial Page features and articles, screen, radio and television news, art, music and travel features are prepared. Sunday comics and the popular feature, "Letters From the People," are edited here. Sharing a large part of the responsibility in this department are Betty Ann, the woman's editor, the Green Sheet editor and their assistants.

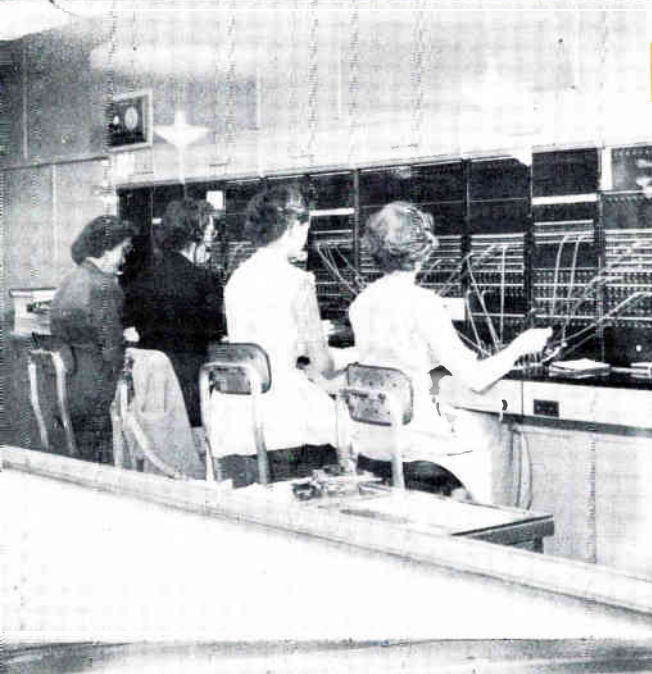


Good food always welcome



Directly across from the feature department is The Journal's cafeteria, maintained solely for the convenience of employees. This is only one of the many features in the building which make working conditions pleasant and healthful. A roomy, comfortable lounge where men and women employees can rest and relax is located on the second floor.

24-hour phone service needed



Off to the right of the cafeteria in the corner is the telephone operators' room, where The Journal employs five operators and a supervisor at peak periods. The telephone switchboard is in operation 24 hours of the day.

Thousands of office forms printed



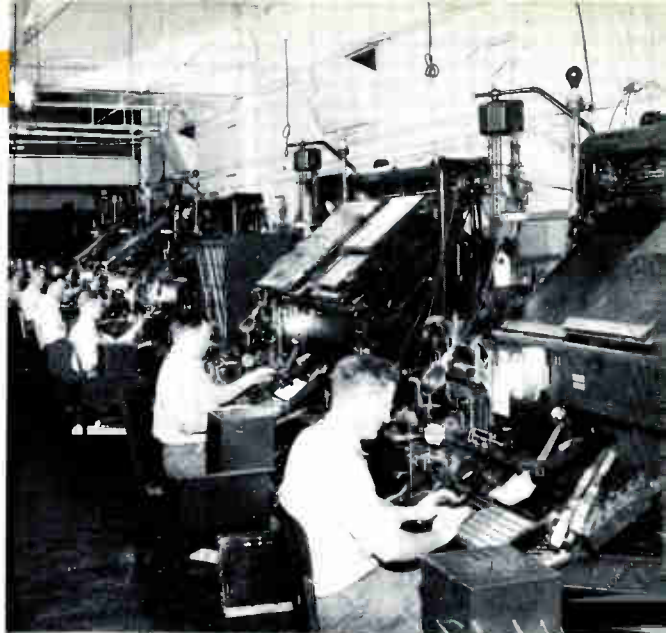
The Journal's job shop, on the fifth floor, prints advertising material used by The Journal, promotion booklets distributed at The Journal's Public Service Bureau, office forms, stationery and anything else in the line of printing, other than the newspaper, that might be used by The Journal. The Journal job shop does not accept outside commercial work.

Shown in the job shop is the new Inter-type Fotosetter which sets type on film. In keeping with Journal policy of always seeking better and more efficient ways to produce an outstanding newspaper, this was one of the first Fotosetters installed on a large metropolitan newspaper.

35 machines for setting type

Upon arriving in the composing room, it is found that the fire story which came up from the city room through the pneumatic tube, is ready to be set in type. Here the story is dispatched to one of the operators of The Journal's battery of 35 type-setting machines. These machines write the story in complete lines of metal, hence the name "line-o-type".* As the operator taps the machine keyboard, brass molds of the letters struck drop into a groove. When enough molds are in place to fill a line, molten metal is pumped into them and a line of type results.

*The Journal also has one of the new Intertype Fotosetters in the Job Shop.



Type must be checked for accuracy

As soon as the linotype operator finishes setting his "take" on the fire story, he brings the type and the reporter's copy to the assembly "bank." When the story is complete the printer takes it to the proof press, where several proofs are pulled. Proofs of the story are sent to the editors in the news room, to the Associated Press offices, to the WTMJ news editor and to the proofreaders, who check the proof against the original copy. After the corrected proof has been returned from the proofroom, corrections are made by the linotype operator and the "okayed" story is passed on to the make-up editor.

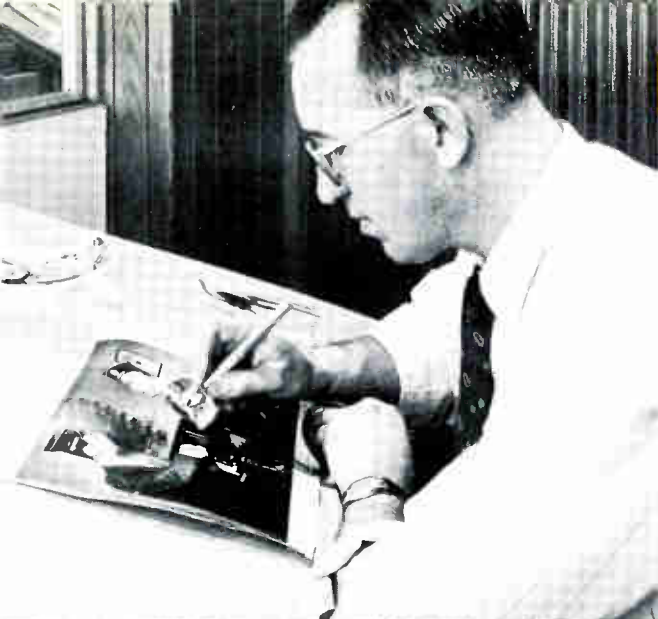


Metal is assembled in page form

The make-up editor supervises the assembly of type and metal on the correct page form. The make-up editor and printer who do this work must be able to read upside down all of the stories set in type. Advertisements to appear on the same page have been set by printers in the "ad alley" and are ready to be assembled on the page with news stories.

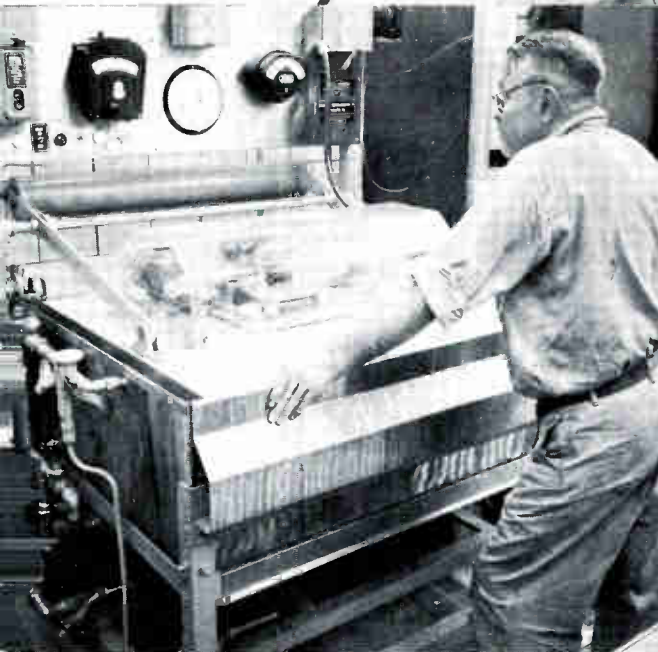


Artists retouch pictures



While these operations are being performed the photographer's pictures have been developed in the darkroom and the prints sent to the art department to be retouched.

The engraver then photographs the pictures through a screen and transfers them to a metal plate.



Pictures reproduced on metal

The fire pictures are now registered as a series of different sized dots on the plate. The plate is next bathed in acid which eats out the surface of the metal between the dots. When the plate or cut is removed from the acid, it is washed and sent to the composing room, where it will be mounted alongside the fire story.

Shown is the new rapid etching machine in the engraving department of The Journal. An engraving which formerly required 20 minutes to etch can now be rapid etched in about 2½ minutes. Again—this installation at The Journal is a pioneering step—the first installation of its kind for any newspaper.

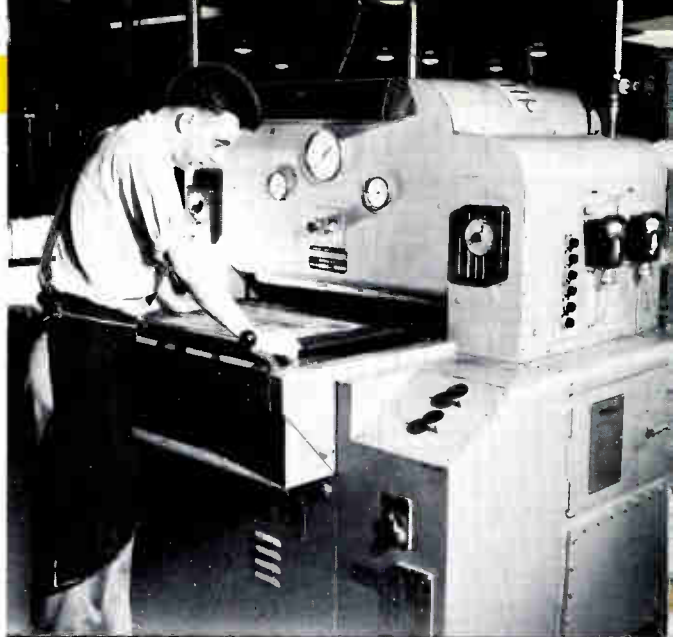


Curved plates needed for presses

But the newspaper is not printed directly from flat pages of type and engravings. The high speed, modern rotary presses which are used by The Milwaukee Journal require curved plates. The first step in making these plates takes place in the stereotyping room.

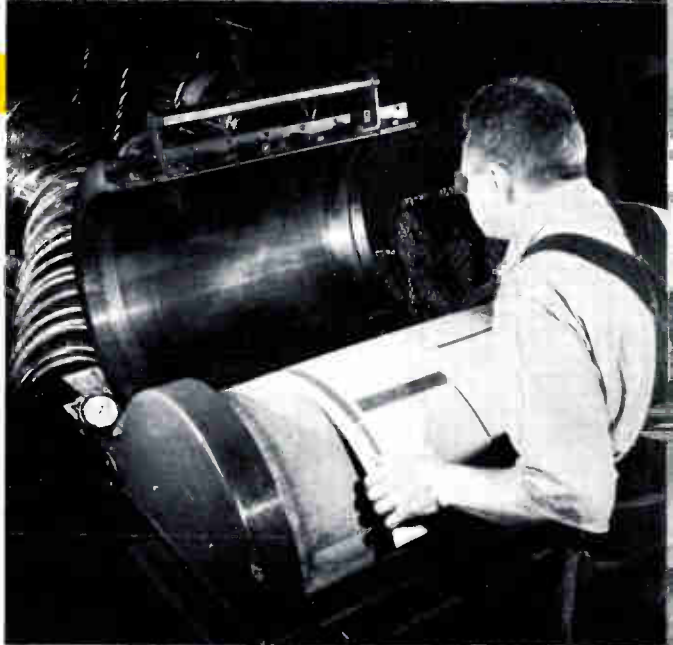
Mats made of each page

The matrix or "mat" is a specially prepared sheet of thick, blotterlike paper which is kept in a moist or plastic condition until ready for use. This sheet, of wood fiber composition, is laid upon the form of type which contains the fire story and is covered with a cork blanket and a sheet of pressboard. The form is then passed under the direct pressure molding press, which forces the type into the matrix under pressure of 1,000 tons. When the matrix leaves the hydraulic molding press, it contains an exact reproduction of all material on the page.



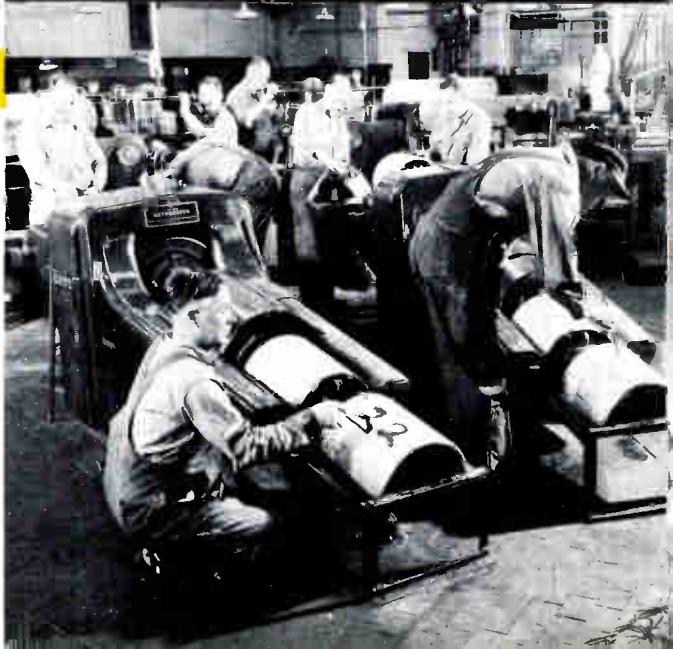
Mats must be dried, curved, cast

After the mat is trimmed, felt strips are glued on the rear of the mat to support the nonprinting areas. Next the mat is dried and curved. Then the curved mat is immediately put into a casting machine, where molten metal is poured against it. This entire process is called "stereotyping." As the metal cools it can be observed that it is an exact copy of the type page, in semicylindrical form.



Metal plates are trimmed and shaved

The plates are then put in a shaver and trimmed. Upon completion of the last operation, the plates are placed on an elevator and sent down to the pressroom on the first floor. From each matrix eight casts are made for a single edition of the daily Milwaukee Journal. The number of casts required in a single day is further increased by the necessity of "replating," making new plates in order to print news which comes in after an edition is already on the presses. Thus for a daily issue of 56 pages, as many as 700 stereotype plates may be needed. After the paper is printed, the plates are melted and the metal is re-used.



15 artists on Journal staff



Because of the close working relationship the art and photography departments must maintain with make-up men and compositors, these two departments are located on the fifth floor with the other mechanical departments. A staff of 15 Journal artists creates most of the drawings, many of the advertising illustrations, and much of the color you see in The Journal. Comic strips are received in mat form from syndicates supplying newspapers all over the country and are, therefore, not prepared by the art department.



Dispatch—hub of mechanical production

At the opposite end of the corridor from the art department is the dispatch department, which routes advertising copy, engraving and art orders, and also handles delivery of proofs. All copy for advertisements flows to the composing room through the dispatch department. Here, too, are kept files of mats and cuts needed for advertisements in The Journal.



Photo studios among the finest

The Journal photography department occupies modern quarters on the east side of the fifth floor and a sixth floor addition directly above which houses a modern color studio. The Journal maintains a staff of 20 people in the photography department. Photographers, each in a two way radio equipped car, cover numerous and varied assignments in the course of the day and are available for any emergency that might arise throughout the night.

Photographers use radio-telephone

Photographers' radio-telephones enable them to keep in touch with their office and receive assignments up to 35 miles distant from The Journal building. Journal photographers have received many national awards for excellent work and their achievements in color photography especially are recognized as unsurpassed.



People like pictures

Besides the pictures that come to The Journal by wirephoto through the Associated Press, a United Press telephoto operator supplies the paper with many outstanding photos each day. It is estimated that each year more than 150,000 photographs are made available to The Milwaukee Journal editors by its own staff photographers, by various photo services and by the readers. The Journal publishes more than 700 pictures a week in its daily and Sunday editions, far more than any other Wisconsin newspaper.



Meet the adtakers

The bulk of the business transactions carried on by The Journal are handled on the third floor. In the southeast corner is the telephone sales staff of the classified advertising department. These young women, 21 working full time and 9 working part time, are Journal adtakers who accept classified want ads over the telephones and service hundreds of classified advertising accounts.



Advertising important part of Journal



The ads which appear in other parts of the paper, called display ads, are solicited by the retail and general (national) advertising departments. Working in close cooperation with and considered a part of the general advertising department is the merchandising service department. Advertising in The Journal totals about 21,000 pages annually or the equivalent of more than 700 30-page papers of solid advertising. In 1944, 1945, 1949, 1950, 1951, 1952 and 1953 The Milwaukee Journal carried more advertising than any other newspaper in the world.

Promotion department has many jobs



Just beyond the advertising departments is the advertising copy service division of the promotion and research department, whose duties include the writing of copy and layout for ads for Journal advertisers. It is the primary function of the promotion and research department to promote and advertise The Journal both locally and nationally. The promotion department also conducts numerous public events such as Golden Gloves boxing tournament, yacht regatta, indoor track games, bowling, marbles and other tournaments. One of the outstanding projects of the research division is to study and survey consumer buying habits.

Business and circulation departments

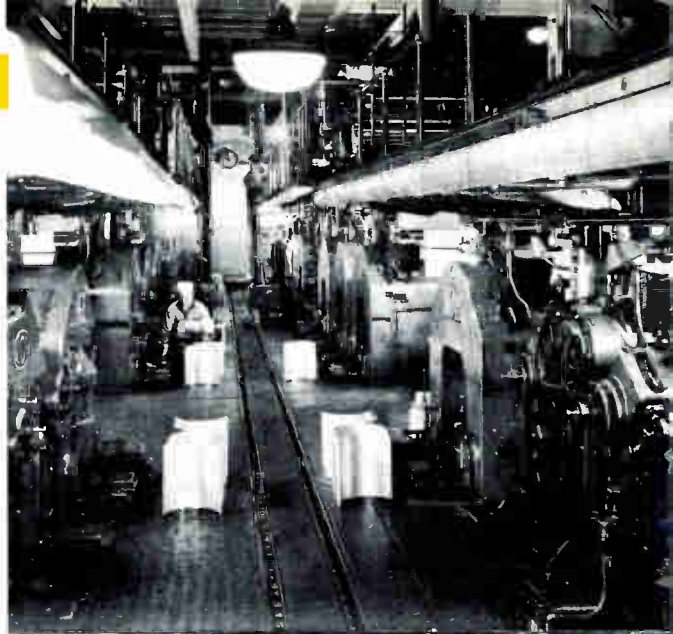


The business offices of The Journal are on the west side of the third floor. Many essential duties in efficient business operation are handled here: Keeping records, accounting, statistical data, stenographic work, IBM operation, pay roll, etc. Also on the third floor are the city and state circulation departments, responsible for distribution and delivery of the newspaper. Journal circulation at the present time is more than double that of any other Wisconsin newspaper. Nine out of every 10 families in Milwaukee and the suburbs read The Journal.

Getting presses ready to roll

Standing on the balcony of The Journal press room viewing the huge presses below, one hears a low hum as presses begin their work. The hum builds up to a steady roar. The curved metal plates, the "stereos" are now in their proper places on the presses, including the one with the fire story, and as the presses go to work, Milwaukee Journals begin to pour toward the mailing room on the overhead conveyors.

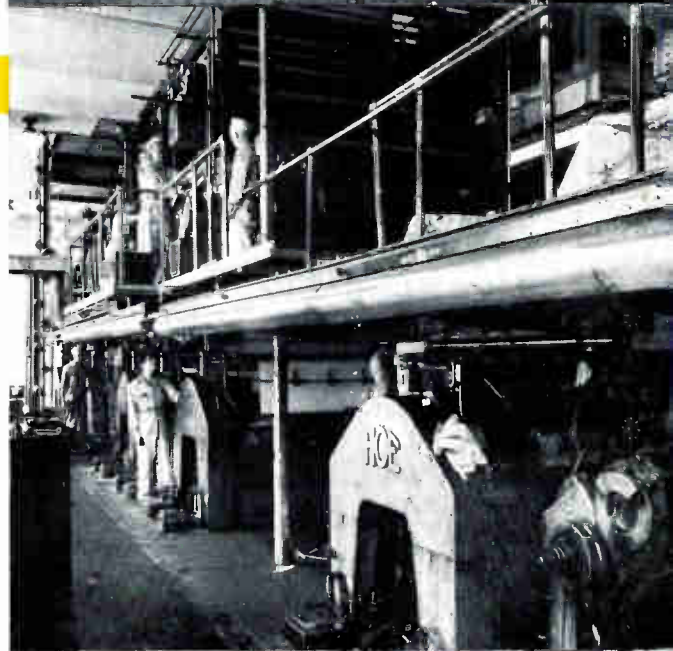
Newspaper presses must be capable of great speed for hundreds of thousands of readers look to the newspaper for up to the minute reports of events, actions and happenings which affect their daily life.



200,000 56-page papers in an hour

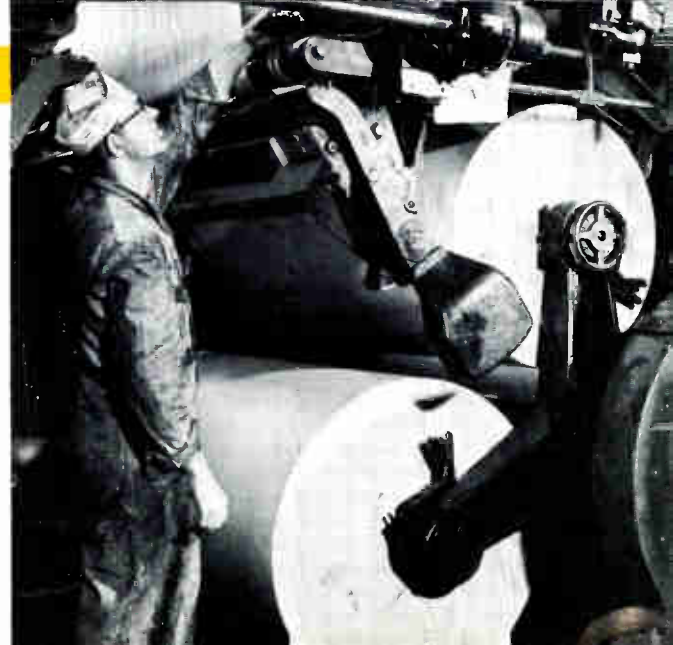
The four Journal presses are capable of printing, cutting and folding 200,000 copies of a 56 page newspaper per hour.

A pioneering advance in newspaper press design was achieved in 1953 with the installation of overhead color decks mounted above the regular Journal press units. These color decks permit printing more color with more flexibility in positioning color in the paper. Many of the ideas incorporated in these color decks originated with members of The Journal staff.



Paper rolls changed at full speed

With these modern presses it is not necessary to stop printing at the end of a roll of paper — the change from one roll to another is made automatically at full speed. The reels from which the newsprint is fed to the presses are located in the basement, directly beneath the printing units. Each reel holds three rolls of paper, only one of which is feeding into the press at any one time. Each roll of newsprint weighs about 1,450 pounds.



Use 73,000 tons of newsprint a year



The paper and ink department has storage space accommodating 900 tons of paper stock and two ink tanks with a capacity of 7,200 gallons of ink. The Journal uses about 73,000 tons of paper, 2,500,000 pounds of black ink, (including 330,000 pounds of color inks) every year. No other Wisconsin paper even approaches these figures in the vast consumption of materials.

Papers counted automatically



As the papers come up on the conveyor, it can be observed that every so often a certain paper is tilted to one side. This is not an accident, but part of the counting system—every 50th paper being out of line.

Immediately beneath the balcony is the color press which prints the Sunday Screen, Radio and Television Section and the colored comics. This is one of the fastest color presses in the world, its capacity being 40,000 comic sections per hour.

Conveyor belts move newspapers



The papers move along the conveyor belts to the mailing room. Lined up on one side of the room are found the "stuffing" machines which assemble the various sections of The Sunday Journal. On another side of the room, employes are busy making up bundles of papers for the scores of circulation distribution centers. The bundles are tied with the aid of automatic bundling machines. After the papers are properly bundled, they are placed on chutes and slide down to the loading platform.

90 trucks for fast delivery

When the papers arrive at the loading platform they are placed in trucks which speed them throughout the city and a large part of the state. Consider the size of the task—several hundred thousand copies of *The Journal* to be distributed to several hundred thousand subscribers scattered over an area of several hundred square miles—and delivery must be made within just a few hours, for all these people expect their news to be delivered to them quickly, regularly and without fail.



5,500 newspaper boys on the job daily

At present, 5,500 newsboys are engaged in the distribution of *The Milwaukee Journal*. Of this number, 5,250 have regular routes for home delivery of the paper, while the rest sell the paper on street corners. The *Journal* is printed in three editions—the *Star Home*, the *Latest* and the *State*.

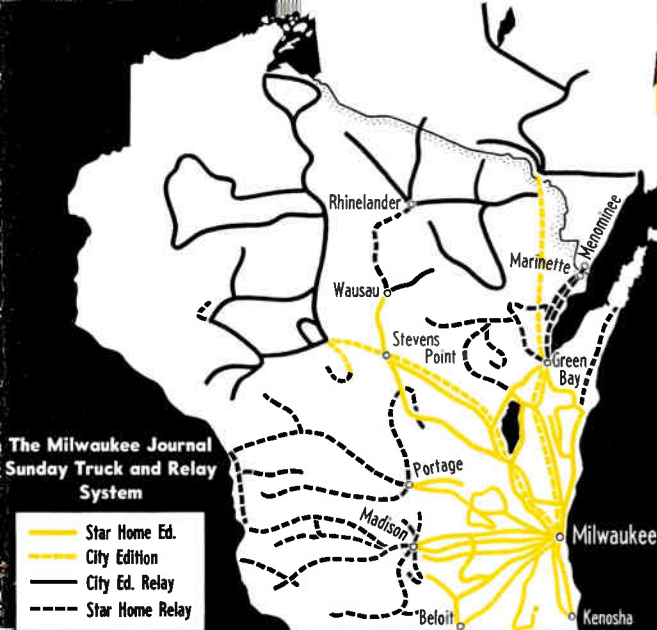


Many services in *Journal* lobby

In the lobby of *The Milwaukee Journal* are a number of departments which offer various public services to the community. At one counter is located *The Journal* Public Service Bureau, which offers such information as best routes of road or rail travel, and resort information. Many helpful booklets and pamphlets are also distributed, including needlework, golfing and pattern books and schedules for football and baseball games. At other counters are provided classified advertising service, a pay station for utility bills and a United States post office station.

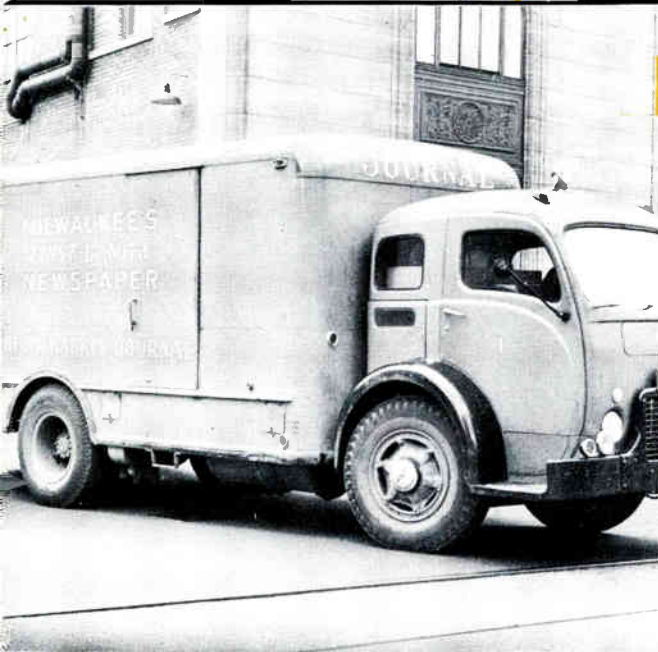


Journal read throughout Wisconsin



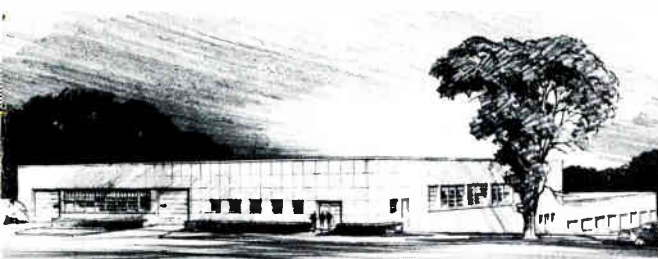
As you know, The Journal circulates throughout Wisconsin and upper Michigan. This calls for a far flung organization of branch managers, carriers and dealers all over the state, who operate in the same manner, but on a smaller scale in their towns, as does the city circulation department for Milwaukee. Altogether this state organization consists of eight traveling supervisors, 94 branch town managers, 2,500 carriers and 1,800 dealer accounts.

Trucks travel more than 7,500 miles



To rush The Milwaukee Journal to readers throughout the state requires a lot of traveling plus careful planning and timing, traffic control and maintenance of motor equipment. State circulation operates 15 truck runs daily and up to 43 on Sunday, depending on the size of the paper. Every weekday Journal trucks travel about 2,500 miles delivering papers to branch towns and in small towns. On Sundays, they travel more than 7,500 miles. The longest haul is to Iron Mountain, Mich., a 440 mile round trip!

Trucks must be in tip top shape



THE JOURNAL COMPANY GARAGE
MILWAUKEE, WISCONSIN
BROWN & BROWN ARCHITECTS
MILWAUKEE, WISCONSIN

The Journal owns and operates its own completely equipped garage for the maintenance of this circulation truck fleet and the big open trucks which shuttle hundreds of tons of newsprint rolls from loading docks to The Journal paper storage in the basement at Fourth and State.

The Journal garage is located in newly expanded quarters on the northwest corner of Sixth and McKinley. Eighteen members of The Journal family make this their headquarters, checking, repairing and keeping over 94 truck units in tip top condition.

Employees own 55% of Journal Co.

Employees of The Journal are given the opportunity of purchasing units of beneficial interest in The Journal Company. At present, more than 800 employees own such units, representing 55% of the capital stock of The Journal Company. Unit-holder employees, in addition to participation in company ownership, participate in the company affairs through the Employee Unitholders Council. From the Unitholders Council, six members are nominated by the entire group of unitholders to serve on the board of directors. The plan of employe participation in company business was instituted in 1937 by Harry J. Grant, chairman of the board.

Journal pioneers in color printing

The Journal publishes more run of paper color than any other newspaper anywhere. Because it has pioneered in newspaper color reproduction, representatives of other newspapers are frequent visitors to The Journal plant for the purpose of studying its methods. One of the new methods developed by Journal color technicians is the successful printing of full color with only three plates instead of four. Many other newspapers arrange with The Journal for use of editorial color plates after publication by The Journal.

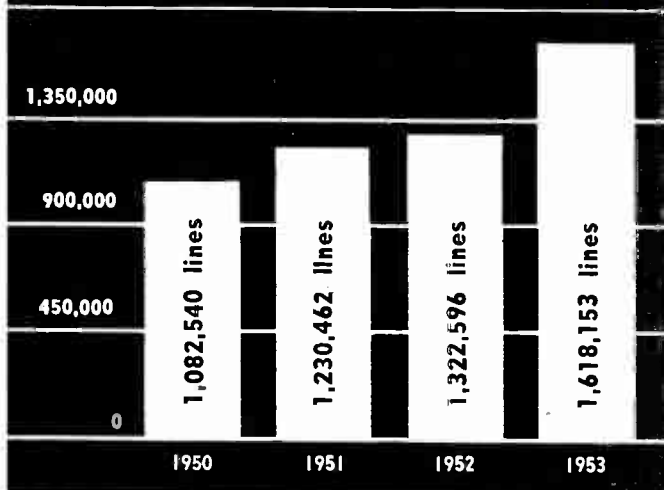
What's the news today?

All this organization is designed to assure the printing of the daily and Sunday Journal with timetable precision and dependability so that you can go to your door each day with complete confidence that despite rain, snow, sleet or storm, your Milwaukee Journal will be delivered to you with complete and detailed accounts of the news of the day . . . ready to inform, ready to explain . . . ready to entertain you and thousands of other readers throughout Milwaukee and Wisconsin.



Run of Paper Color Advertising The Milwaukee Journal

1,800,000 Agate Lines

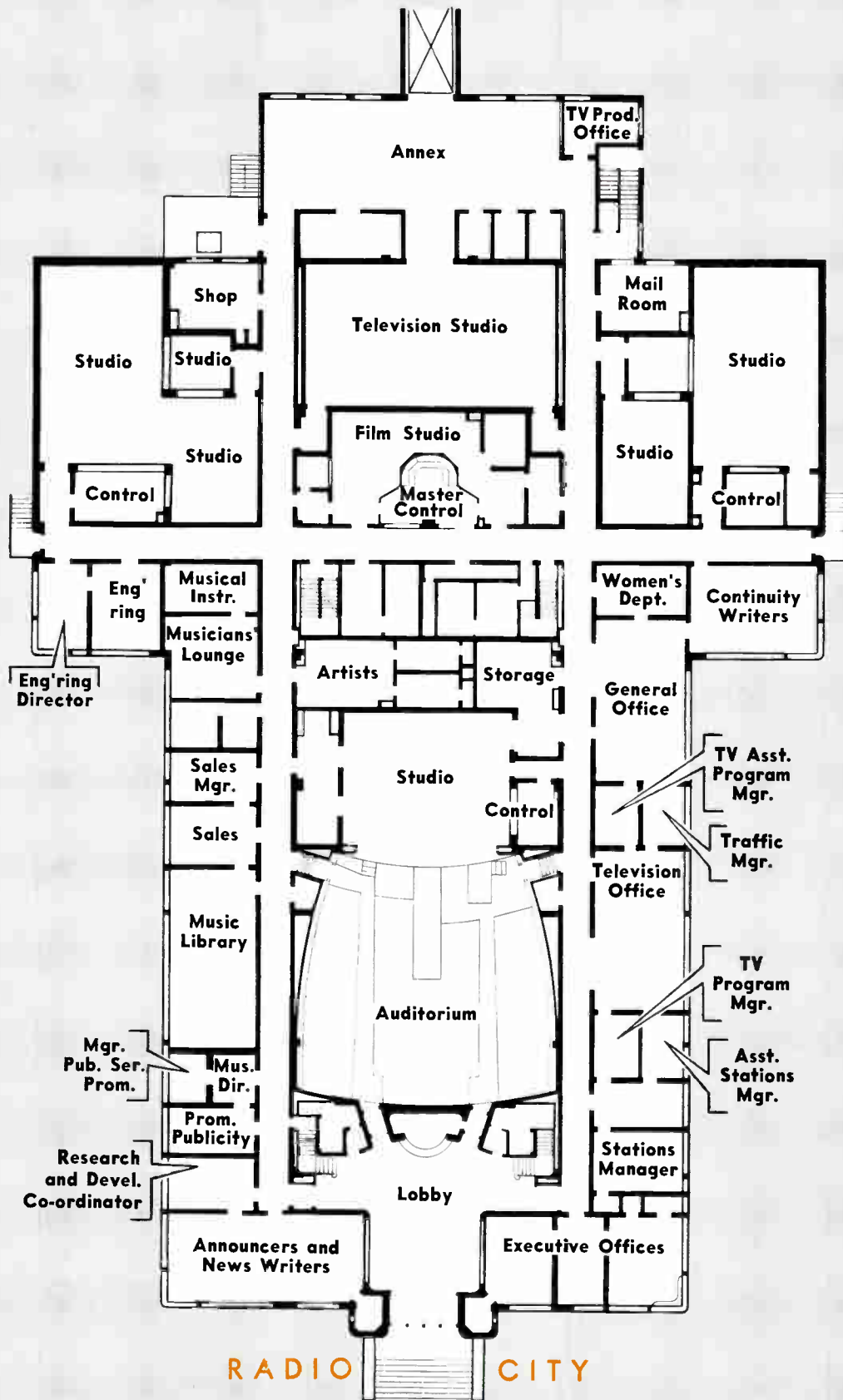




Highly important in the newspaper operation is the carrier boy who makes his daily rounds as faithfully as the postman. In The Milwaukee Journal system, he is a young businessman gaining valuable experience through ownership of his route. He gains inspiration from the knowledge that many American men in

high places in state and business affairs look back upon their newspaper carrier days as the finest basic training they could have. The newspaper carrier is a welcome daily visitor at every home he serves. Every boy 12 years of age or over is encouraged to apply for a profitable Milwaukee Journal route.

In addition to publishing a newspaper, The Journal Co. also operates a radio station, WTMJ, and TV station, WTMJ-TV.



Welcome to Radio City

Several miles to the north of The Journal building, is the ultramodern Radio City on E. Capitol dr. at Humboldt. The building, completed in 1942, houses WTMJ and WTMJ-TV, Milwaukee Journal radio and television stations.

There are two transmitter installations: The WTMJ transmitter on Blue Mound rd., in the town of Brookfield, and the WTMJ-TV television transmitter at Radio City on Capitol dr.

Journal radio began in 1922

The history of Journal radio dates back to 1922. Today, many members of the staff operate freely in both media—WTMJ radio and WTMJ-TV television. On the west, or left side of Radio City, as you face it, are offices for the news staff, announcers, research, promotion, public service, sales and engineering departments, and a music department which includes a library of printed music, transcriptions and records. On the opposite side are administrative offices, continuity, contract, traffic and women's departments.

Television appeals to the eye and ear

Since it can be seen as well as heard, broadcasting a television program is far more complex than radio and requires far more manpower. There are six television studios at Radio City — five indoor and one outdoor. These studios range from the large auditorium studio to small announcer booths. A permanent kitchen has been built into one studio. Separate sub-control rooms serve each of these studios —with each one connected with the master control room on the first floor.



Heart of broadcasting

The master control area is the nerve center for all radio and TV engineering operations. All switching for TV and radio network, studio and special remote broadcasts, is done in master control, as well as recording and TV film projection. Many monitor screens and instruments guide the engineers in performing their duties.



Musicians must be versatile

Fifteen musicians are on the staff at Radio City with about 20 more on call. These men must be versatile for they may be called on to play "long hair" compositions on one program and switch to "bebop" on the next assignment. Many musicians are equally skilled in the playing of three or four instruments, so the composition of musical groups can be very flexible.



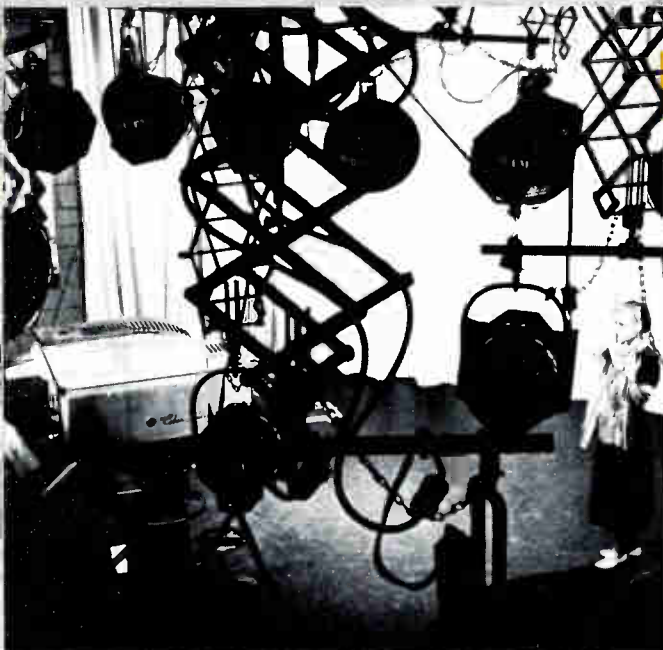
Engineers have big responsibility

Control engineers for both video and audio are on duty whenever a program is on the air. The control engineers are responsible for seeing that the proper technical equipment such as cameras, microphones, amplifiers, sync. generators, are functioning properly. The engineer also controls the switching of camera to camera and the shading of the picture and the audio man controls the volume level of the sound.



Transmitters broadcast signals

The WTMJ-TV television transmitter is located at the rear of Radio City and the WTMJ transmitter is on the Blue Mound rd., west of Milwaukee. Many programs, communication circuits, and coaxial cables connect each transmitter with the master control room at Radio City.



Color TV programs on WTMJ-TV

WTMJ-TV became one of the first stations in the country to carry colorcasts on December 20, 1953, only a few days after color was approved by FCC. Since July 18, 1954, the station has also been producing local colorcasts. To permit the broadcasting of color TV, the largest studio at Radio City has had a large amount of additional lighting installed and serves as a color studio.



16 people to produce one-half hour show

Producing TV programs is much like producing stage shows. A script must be written, action planned, sets designed, the stage set, action must be timed to the split second, lighting must be studied, a cast must be selected and rehearsed. A typical 30-minute TV show, for example, may present a cast of only three people, yet require a staff of 16 people or more to put the show on the air.

Lots of work out of camera range

Most of these people never appear before the camera. The show producer-director, floor foreman, video control engineer, audio control engineer, boom mike operator, floor men, musicians, announcer, narrator and—the actors—all work together to create a program which will be on the air for 30 minutes.



Settings Are Important

Floor men, for example, construct and place the props. On a typical 30 minute TV show, the floor men may put in as much as 29 man hours of work. The boom mike operator has the responsibility of keeping the microphone in proper position as actors move around the set.

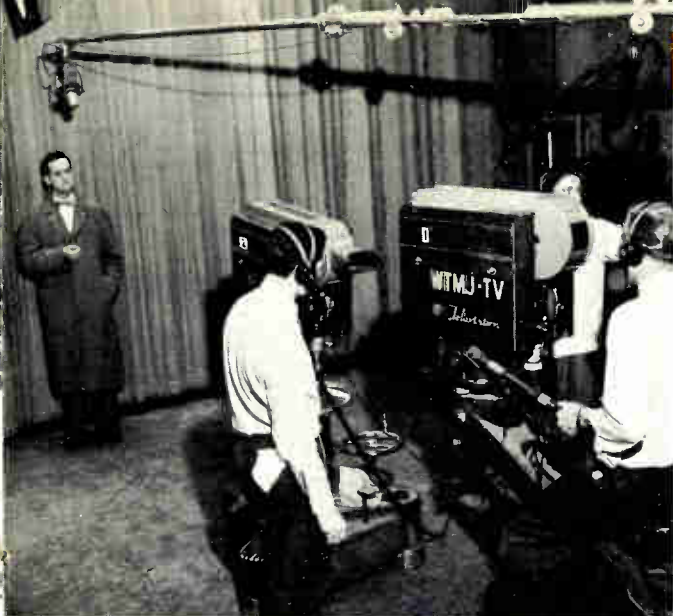


Couldn't function without the cameraman

Each TV camera is mounted on a dolly so that the camera can be kept focused on the action. Two cameras are used on most TV shows. The cameraman, sometimes assisted by a floorman, moves his camera into proper position as the action changes. Lights, of course, are important and the floor man sees that the lights are placed properly and adjusted.



"For your entertainment we present"



Finally all the planning, all the behind the scenes effort and work pay off at broadcast time when the show goes on the air as scheduled.

News is important in radio and TV, too

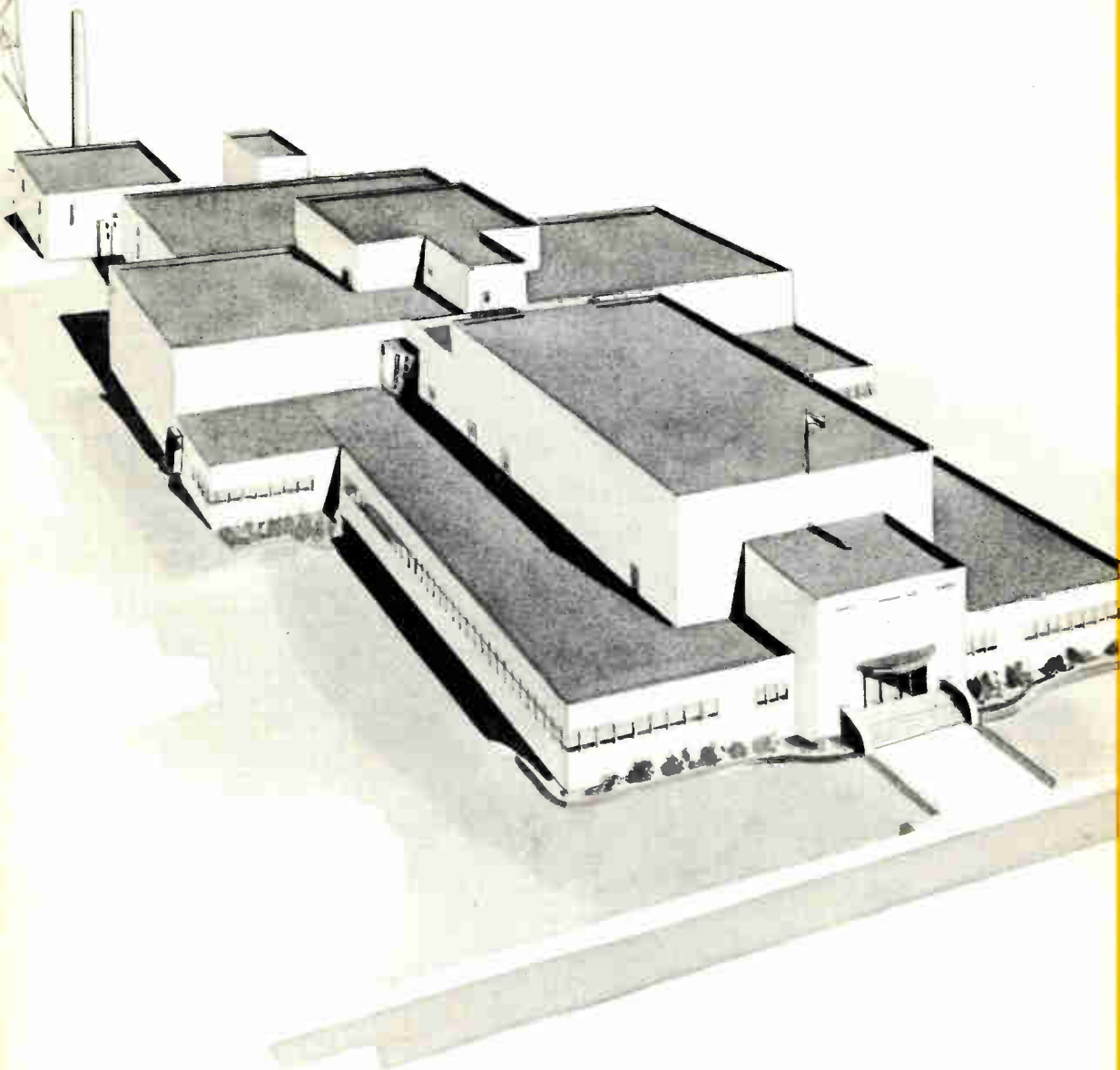


Both WTMJ and WTMJ-TV have numerous news broadcast periods throughout the broadcasting day for people are always eager for news whether broadcast over radio, TV or published fully and in detail in The Milwaukee Journal.

Visitors like to look behind the scenes



Radio City is built around a beautiful auditorium studio seating over 325 persons. Audience shows such as the Grenadiers and a number of TV programs originate in this studio. Organizations and groups can request reservations for tours by phoning, or calling at, Radio City.



THE MILWAUKEE JOURNAL

WTMJ WTMJ-TV

First printing 1952
Second printing 1953
Third printing 1954

