



Racing with the Hours

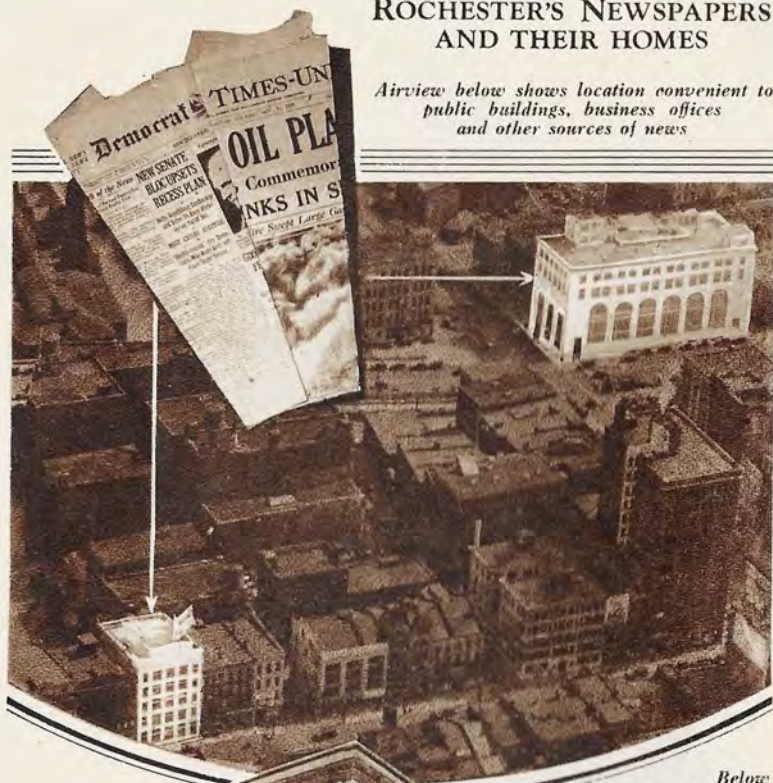
A Picture Story of
The Rochester Times-Union
The Democrat & Chronicle



MESSNER

ROCHESTER'S NEWSPAPERS AND THEIR HOMES

*Airview below shows location convenient to
public buildings, business offices
and other sources of news*



*Below
New Home of
The Rochester Times-Union*





THE Spirit of The Gannett Newspapers is immortalized in stone on The Times-Union Building. Truth, guarding the eternal flame of enlightenment, is the central figure in this heroic group by Edmond R. Amateis. The figures at the left are Fine Arts and Industry; at the right, Law and Agriculture. The Heralds of Day and Night symbolize morning and evening editions of the press.

Racing With the Hours

DAY and night, weekdays and Sundays, residents of Rochester and nearby communities of Central and Western New York are served by two great newspapers—The Times-Union and The Democrat and Chronicle. Production of these newspapers is a never ending race against time. Everyone is racing with the hours.

As the hour hand moves on its double circuit of the dial, the scene changes. In the early morning hours of the new day there is activity in The Democrat and Chronicle Building in Main Street East, where reporters and editors are completing the newspaper which greets you at your breakfast table. At the same time the news and advertisements for this newspaper are being transformed into type and then printed in The Times-Union Building on Times Square, for both newspapers use the same printing plant.

Rochester's First Daily

THE TIMES-UNION takes up the race at 7 o'clock in the morning and carries on with six editions. This newspaper traces its ancestry back to The Daily Advertiser, the first daily between the Hudson River and the Pacific Ocean. It first appeared on October 15, 1826. It became the Union and Advertiser in 1856 and The Times-Union in 1918.

The Daily Democrat was established in 1834. A merger in 1870 brought The Democrat and Chronicle into existence. Today The Times-Union and The Democrat and Chronicle are just as distinctive in news and editorial policies as they have been for nearly a century. They operate as separate newspapers but their ideals are the same. They strive to be accurate, fair, interesting and clean.



The Democrat and Chronicle Building located in Main Street East



It is Friday afternoon in The Democrat and Chronicle office and counter clerks are receiving classified advertising for the Sunday edition

How Two Modern Newspapers Are Made

IF YOU have never visited a newspaper plant, many surprises are in store for you in The Times-Union Building. The mechanical equipment which produces both newspapers represents man's latest effort to beat time in the field of newspaper publishing. In the sub-basement one man with an electric truck unloads a car of print paper in two hours. Above him the great Goss Unit-Type Rotary Press is printing more than 50,000 pages a minute. Other mechanical marvels await your inspection. You are cordially invited to see your newspapers in the making.

Before starting on our tour it is well to recall the early days of printing and publishing. After Gutenberg first printed from movable type in Germany about 1450, nearly 200 years elapsed before the first license to print domestic news was granted in England. Newspapers were started in America in the first half of the 18th century. The acquittal of John Peter Zenger of the charge of seditious libel in New York City in 1734 established the principle of freedom of the press. The introduction of the rotary press with curved stereotype plates in 1863, and then wood pulp paper, photo-engraving and the linotype in the 80s made possible today's newspaper.



Where The Times-Union greets the public in its first floor lobby



Thousands of gallons of gasoline and oil make a bad fire for firemen and a big "story" for newspapers

WHEN we read the news of the day we seldom think of the effort which has been made to gather, write, edit and then by mechanical means bring this news to us in printed form. We take all this pretty much for granted. Now we have an opportunity to follow the news through all the processes and, to use a newspaper phrase, get the "story" of the news story. With newspapermen every news item is a "story."

Our first stop is the second floor of The Times-Union Building. The office of the General Manager is on our right as we step from the elevator and in the large room directly in front of us are the Advertising and Accounting Departments. Here managers, salesmen, accountants, clerks and stenographers handle the large volume of business which brings the newspaper most of its revenue. Throughout the day salesmen from this department are consulting with merchants and other distributors about advertising plans. This department so closely resembles other business offices that we shall continue to the News Room.



Office of the General Manager



In the News Room, news is written, edited and sent by tube to the Composing Room



Reporter saves time by telephoning news to a Rewrite Man

In the News Room

THE clatter of typewriters, click-clack of telegraph instruments and a buzz of voices welcome us now as we enter the News Room. Quite a contrast from the calm of the Advertising and Accounting Departments. News must be handled quickly, but with care and accuracy.

Here we realize that this business of getting out a daily newspaper is a race against time.

"This is the News Room," says our guide. "Everything here centers at the Copy Desk, that oval-shaped table. Men who work around it are called copy readers. This room has nothing to do with the editorials which appear on the editorial page. Those are written by editorial writers who have offices on the fourth floor."

We are told that the News Department is concerned only with the record of events. Reporters and correspondents are trained to give the facts uncolored by personal feelings, sentiment or prejudice. Copy readers are instructed to carry out this policy. The Copy Desk is a central news mill which grinds on throughout the day re-



*Above is a section of the Advertising Department
Right: Accounting Division*



The Rewrite Man gets the news, fact by fact, from a reporter. He types out the story. More time saved.



ceiving its grist from the Associated Press, the United Press, the Consolidated Press, special correspondents and reporters. All copy is edited at this desk, changed when necessary to conform to certain rules of the paper,

and frequently abridged because of lack of space. It is at this desk that the "heads," the lines in large type which appear over the news stories, are written.

The Managing Editor is responsible for the operation of the News Department. He has an office adjoining the News Room but, while the paper is in the making, he is found in the thick of the work, keeping in close touch with the main news events of the day. He delegates much of his responsibility. The News Editor looks after the make-up of the paper, the City Editor directs the staff of city news reporters, and department editors have their assigned tasks.

When a Big Story Breaks

IF WE enter the News Room just as a big story "breaks," by which we mean the minute the City Editor first hears of the event, we shall see things move. The fire alarm gong has clanged "Three Twos." This means that the fire department realizes that it faces a real task to save property and perhaps life. The City Editor soon has fire headquarters on the telephone and learns that the Sunshine Oil Company plant with its hundreds of thousands of gallons of stored gasoline is ablaze.

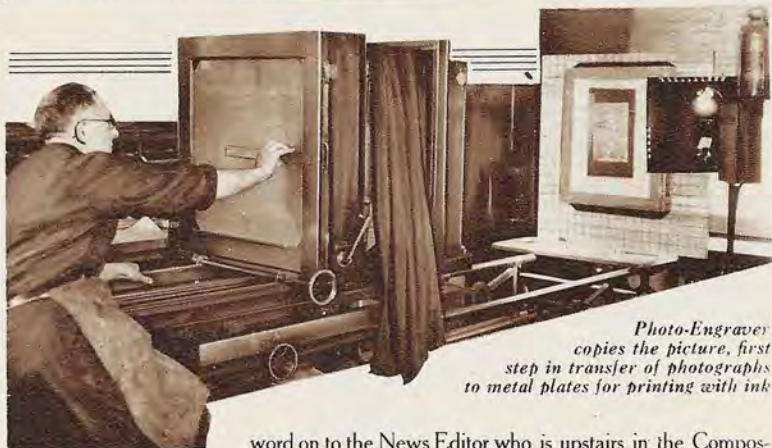
"Dick, hop a taxi to Sunshine Street, way out North Clinton. Big fire in oil plant," he says to a reporter and then to a photographer, "Joe, get down to that oil fire as soon as you can. We can use some good action pictures in the later editions."

The Managing Editor informs the Press Room and Mailing Room to be ready for an extra. The head of the Copy Desk passes the



City Editor confers with artist

Harold!
Al. Sigel



*Photo-Engraver
copies the picture, first
step in transfer of photographs
to metal plates for printing with ink*

word on to the News Editor who is upstairs in the Composing Room. An office boy is sent to tell the Photo-Engraving Department. All departments are now ready for emergency service.

How the Big Story Comes In

SOON Dick is phoning in the first of his story and a rewrite man is taking it down on his typewriter. "Half a million gallons of gasoline in danger . . . Several minor explosions and more expected . . . Supply of chemical exhausted and more sent for . . ."

So comes the story. Every minute counts. The copy goes to the Copy Desk to be read. A hasty conference decides to give the story the place of greatest prominence on page one. A heading which will stretch all the way across the page is written and story and head are rushed up the pneumatic tube to the Composing Room.

Story and headings are in type in a few minutes. The front page has been made over and an extra is on the streets with a streamer in large type—

BIG FIRE PERILS OIL TANKS!

The photographer hurries in, develops his negatives, makes prints while they are still wet and delivers them to the City Editor. A selection is quickly made and the prints are turned over to an artist with instructions:

"We'll use these two, Bert, this general view and the close-up of the firemen mixing chemical. Lay them out for four columns each and rush them through." Bert mounts and trims the prints and takes them to the Photo-Engraving Department.

And the Race Goes On

AND so it goes in this room from 7:30 in the morning until 4 o'clock in the afternoon, perhaps later. Telephones ringing, telegraph machines clattering, typewriters clicking, news executives keeping in touch with developments, department editors preparing their copy, reporters going out and coming in with news.

At night this room is quiet but lights blaze in the News Room of The Democrat and Chronicle Building and the race with the hours goes on.

Where the Illustrations Are Made

THE photographs of the oil fire go through the processes of photo-engraving and are transformed into a metal printing plate in 30 minutes. We find the Photo-Engraving Department on the second floor adjoining the News Room.

The process of photo-engraving is so interesting that we might spend half a day to advantage in this department alone. However, it is not hard to understand. What we want to accomplish is to transfer the photograph of the oil fire to a metal plate from which we can print on paper with ink. If we look closely at a photo as it is printed in a newspaper, we see that it is really made up of thousands of dots. In the darker portions of the picture the dots are so large that they seem to merge. In the lighter portions of the picture the dots are very small so that what we see is the white surface of the paper. The combination of black dots and white paper give the grays or halftones.

The photo-engraver makes a negative of the exact size of the finished metal plate. The dots are formed by making this negative through a screen crisscrossed with lines. Newspaper illustrations have 60 of these lines to the inch.

The image from the halftone negative is printed on a metal plate which has been coated with a solution sensitive to light. The metal plate is etched with acid.

Putting the Story Into Type

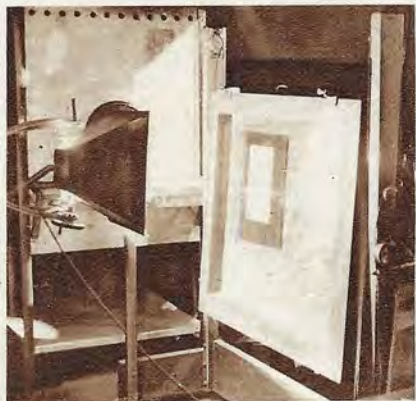
WHEN last we saw the typewritten copy of our oil fire story, the chief of the Copy Desk had placed it in a carrier and shot it up a pneumatic tube. Our first port of call on the third floor will be at the terminal of this air line—the Copy Cutter's desk.

"Plunk, plunk, plunk" come the leather copy carriers out of the tube. Our original story has outdistanced us but other stories are coming. Here is a story of some length that must be ready for an edition within a few minutes. It is cut up into "takes" of a few lines each and given to operators of Linotype and Intertype machines. By this method it is set almost instantaneously.

If we follow one of the operators back to his machine we shall see how quickly typewritten copy is transformed into lines of type. The operator does not set type. In



A sheet of metal is coated with a solution sensitive to light and placed in the printing frame under the halftone negative as shown at the right



response to his operation of the keyboard small matrices, brass molds bearing the cut-in form of the letter or character, drop from a magazine at the top of the machine and are assembled to form a line of molds.

How Lines of Type Are Cast

Now comes the casting. We cannot see this operation but we know it happens because in about ten seconds from the time the operator sends the line of molds into the casting mechanism the solid line of type, accurately trimmed as to width and height, is deposited on a metal tray near the operator's left knee.

We look at the side of the machine and there see an electrically heated pot filled with metal. There is a plunger which forces the metal into the mold. We are fascinated by this clicking, clacking, never-tiring marvel which produces lines of type four or five times as rapidly as men can set separate type by hand.

Our curiosity is aroused by a metal arm which descends from the top of the machine after every casting operation. It comes down empty but goes back with a handful of matrices. Our guide takes us to the back of the machine to see what becomes of the matrices. We see them pushed off the metal hand and caught up by a revolving spiral shaft. Now some of the little brass pieces are leaving the bar on which they slide along. They are dropping into their home channels in the magazine ready to start on their round again. Close inspection will show us that each matrix has a combination which directs its distribution into the right channel.

The copy cutter, left, gives "takes" of copy to men and women who operate the Linotype and Intertype machines shown below.





Advertisements are assembled in the ad alley, a section of which is above. Make-up of pages under direction of an editor is the last operation before stereotyping



When he finishes his copy the operator carries the type to an assembling bank and leaves it. Then the type is inked and a proof is printed so that it may be scanned for errors before it is placed in a page form.

We have been intent on following the story of the oil plant fire. As we walk about the Composing Room we are impressed with the variety of news, feature and editorial material which is being made ready for the newspaper. Editorials have been written by editorial writers in offices on the fourth floor of the building, away from the strain of the race with the hours. The news is the basis of editorial opinion but the writings which appear on the editorial page must be a product of study and not off-hand observations on the trend of affairs.

Other Divisions of the News Department

THE picture of the News Room showed us that news of the City of Rochester is only a part of what goes into the paper every day. News of nearby cities and villages is handled by the State Editor. The Sports Editor is responsible for several pages. Another division operates under the direction of the Financial Editor.

Specially trained editors and writers handle other divisions: Features, Society, Dramatics, Motion Pictures, Music, Churches, Fraternal News, Aviation and Radio.

As edition time approaches we note several men from the News Room hovering about the long flat top steel tables in the center of the room. These tables are called imposing stones because in former days the tops were made of stone.

The imposing stones are partly covered with type which we make out to be advertisements. These have been set in much the same manner as the news matter. Copy came to the ad foreman who marked the various sizes of type and gave it to a printer. Each printer is responsible for one or more advertisements.

He will set the larger sizes of type and assemble the smaller type, rules and illustrations. The smaller type will be cast on a Linotype or Intertype machine. After the proof has been O. K.'d, it is ready for its page.

Advertisements, news and features are now in type and we are to bring them together into pages. Each page is enclosed in a steel frame called a chase. When

**PICTURE
STORY**
of the
NEWSPAPER



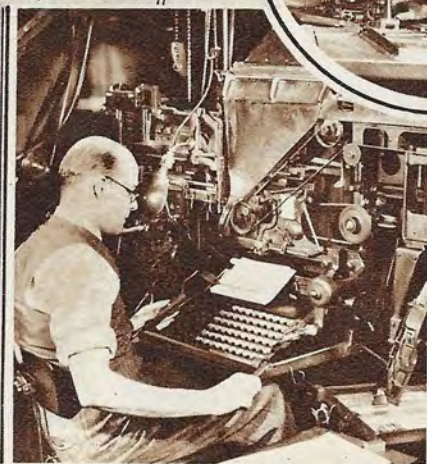
The Democrat & Chronicle News Room

News is Written and Edited

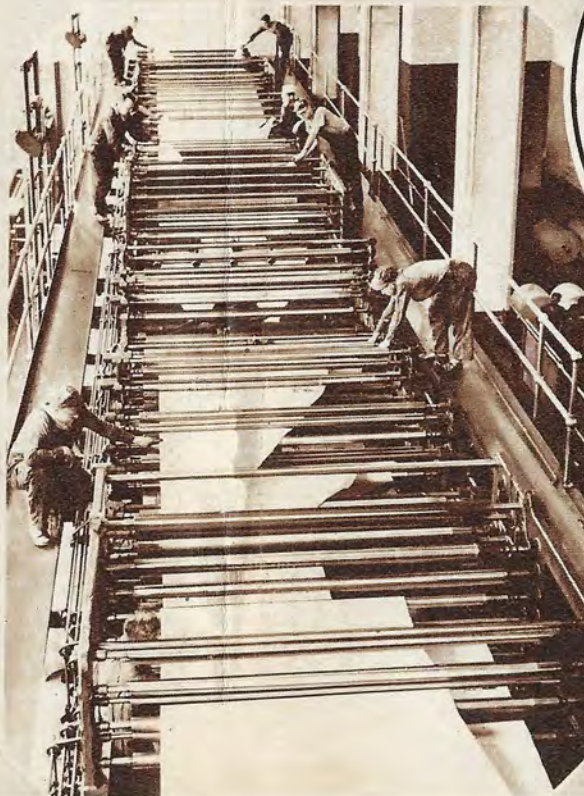


News by Wire

*News and Ad-
vertisements are
put into type.*



*The
Mighty Press
is made ready
to print the News*



*Classified Advertisements
come by Telephone*



*Carrier Boys
receive
Newspapers
at District
Stations*



A sheet of cardboard, rolled into the type, forms a mold for the page plate



The mold, commonly called a mat, is strengthened by backing and toasting

everything is in place, locking screws are tightened. The thump, thump of a mallet on a wooden block known as a planer proclaims the completion of another page. It is ready to go. Quickly it is shoved from the stone to a rolling table known as a turtle and passed along to the Stereotyping Department. Newspapers of small circulation are printed directly from type such as we have on the turtle but *The Times-Union* and *The Democrat and Chronicle* are faced with the problem of printing not 1,000 copies an hour but more than 1,000 copies a minute. Such speed can be obtained only by the use of a rotary press. Three and sometimes four sets of curved plates are needed.

Rolling Mats and Casting Plates

WE SEE the page go from the turtle to a mat rolling machine where it is covered with a sheet of heavy cardboard known as a matrix or "mat." The operator pulls a lever. Slowly the bed of the machine moves under the roller. With pressure the matrix is pressed upon the type. The result is a replica of the page.

The matrix is backed with strips of cardboard so that the raised portions will not break down when plates are cast. Toasting in an electric heater gives extra strength. Now it is ready for the casting box.



The plate at the right was cast from the cardboard mold or mat at the left

The matrix is fitted into one of the casting boxes of the Autoplate machine, the box closed and a lever pulled. We can see the stream of metal as it enters the mold. It fills every depression made in the matrix by the type. Instantly the metal sets.

Our type page is now a solid plate, semi-cylindrical in form.

As the plate comes from the casting box a saw trims off the tail-piece. Men handle this hot plate with leather palm pieces. It is inspected and placed quickly on the Autohaver, which planes the inside of the plate, trims the edges, cools it



A pull of the lever pumps liquid metal into the mold and a page is cast

and brushes it free from all trimmings. As the plate comes from the Autoshaver, a floor man places it on an elevator and it drops by gravity to the basement.

What Happens When Type is "Killed"

IN following the direct line of the news story from the News Room, to the Copy Cutter, composing machines, make-up and finally into the Stereotyping Department, we lost sight of what happens to the type, rules and other material in the page form after the mat has been rolled. The composing room of The Times-Union and The Democrat and Chronicle is operated on what is known as the non-distribution system. With the exception of the very largest sizes of type and some of the illustrations, everything in the page starts on its way to the metal furnace as soon as the page is "killed."

The metal furnace in the end of the room near the freight elevator is in almost continuous operation. The metal taken from the "dead" pages is melted over and over and recast in pigs for use in the various machines. And here, close by the metal furnaces, are two ingenious and most useful machines. They are known as Monotype rule and slug machines. Rules are used between columns and as borders for advertisements. Slugs are the thin strips of metal used for spacing, leads are one-third as thick as slugs and are also used for spacing.

Building Built For the Future

AFEW details about The Times-Union Building and its unusual equipment may be worth mentioning at this place. Every day tons of metal are melted in the electrically heated pots on the composing machines and in the stereotyping furnace. But we note that the air is free from fumes. The foul air is taken out by huge exhaust fans and filtered, fresh air is blown into the rooms.



Page plates rolling to the press



A carload of paper, direct from the mill, is unloaded by one man in two hours

support twelve additional stories when the demand arises. That is why much of the equipment is many times larger than required for the present building. An example of this foresightedness is the automatic fire pump of 75 horsepower, connected with the

Between the floor on which we are standing and the ceilings of rooms on the second floor is a space varying in height from four to seven feet. This is a maze of pipes and conduits. All service lines come to this space and are distributed to other floors. Here are steam and gas pipes, the ducts of the ventilating system, electrical conduits, other pipes for hot, cold and ice water, compressed air and plumbing. By having all service lines centralized under the Composing Room and Stereotyping Department rearrangement of machinery is easily possible. When The Times-Union Building was planned, the first four stories were designed to

How Newsprint Paper is Made

NEWSPRINT paper is made from spruce logs most of which now come from the forests of Canada. After the bark has been removed the log is literally ground to a pulp against a rapidly revolving grindstone. The pulp flows out of the grinding machine with a stream of water introduced to prevent too great heat. At this stage the pulp may be pumped directly to the paper mill or made into thick blankets by screening out the water. These blankets may be stored for later use or shipped to another mill.

The spruce logs are also the basis of a product known as sulphite. This is obtained by cooking spruce chips under pressure in an acid, bisulphite of lime. This is pure wood fiber or cellulose.

In making newsprint, the average proportions of the two kinds of pulp are, 80 per cent. ground wood and 20 per cent. sulphite. The mixture is thoroughly mixed in vats. Great care is taken with the mixing processes. Water is added until the pulp mixture is about 99 per cent. water and 1 per cent. fiber. It is then ready to enter the paper-making machine.

It moves on a moving endless belt of wire gauze. The water drains through the wire and is removed by suction while the fibers interlace and mat into a web of wet paper. This web is transferred to an endless woolen blanket. The paper travels along under rolls which press out the moisture and finally around steam heated drying cylinders. As it leaves the machine it is rolled. The paper is now 164 inches wide and it must be cut and rewound before it reaches the form we see in the sub-basement.

sprinkler system and the fire lines. It has a capacity of 700 gallons per minute. Space has been provided for two additional elevators which will be installed when needed.

Carloads of Paper at the Door

IT would be logical for us to follow the plate to the Press Room but we cannot print a newspaper without paper and ink so our next stop is in the sub-basement. Here, fourteen feet below the traffic of Broad Street, we are surprised to find a freight car of print paper. The car has come directly from the paper mill, its last few miles in the subway built by the City of Rochester in the bed of the Erie Canal. We see hundreds of rolls of print paper in this dimly-lighted sub-basement awaiting only the magic touch of a printing plate covered with ink to transform their miles and miles of blank surfaces into an essential of modern life—the daily newspaper.

One man with an electric tractor handles all of the paper used for a day's issue. He can unload a car in two hours. The sub-basement has storage space for 61 carloads of paper.

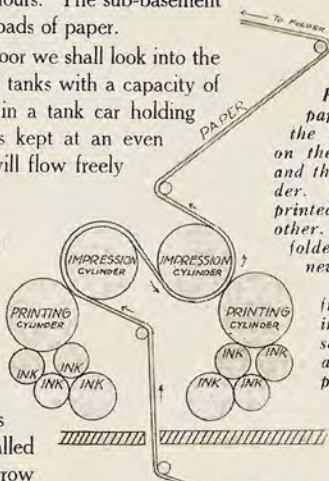
Before we leave this floor we shall look into the ink room. Here we find three tanks with a capacity of 12,500 gallons. Ink comes in a tank car holding 8,000 gallons. This room is kept at an even temperature so that the ink will flow freely when it reaches the press.

In the Reel Room

FROM the sub-basement, the rolls of print paper are taken by elevator to the basement, known as the Reel Room. Here the rolls are stripped of their wrappings and placed on small cars called "dollies." These run on a narrow gauge track to the reels located directly beneath the separate units of the press.

A full-sized roll of print paper is nearly six feet wide and four miles long. Running at full speed each unit calls for a roll every twenty minutes. This means that if all units of the press are in operation paper is consumed at the rate of 144 miles in an hour.

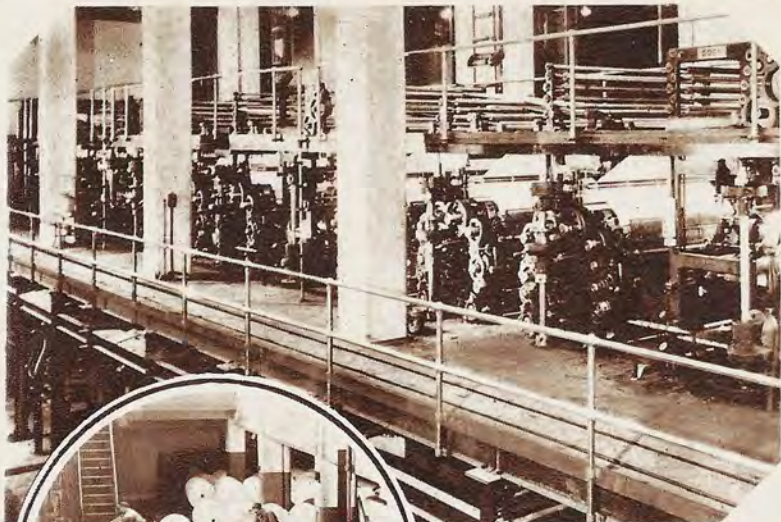
We note that the reel which holds the rolls has three arms. One roll is feeding into the press. Another roll is ready to



Coming from the Reel Room, the paper passes between the ink-covered plates on the printing cylinder and the impression cylinder. First, one side is printed and then the other. It races on to the folder and emerges as a newspaper.

Below — Paper from one roll is feeding into the press; a second roll is ready and a third is being placed in position.





The huge Goss Unit-Type Rotary Press shown above and on the facing page has 12 units of 16 pages each. When operated at top speed it will print 72,000 48-page papers per hour.



Ready for the press. Rolls of print paper on their way to reels under presses

take its place and a third roll is being transferred from the "dollie" to the arms of the reel.

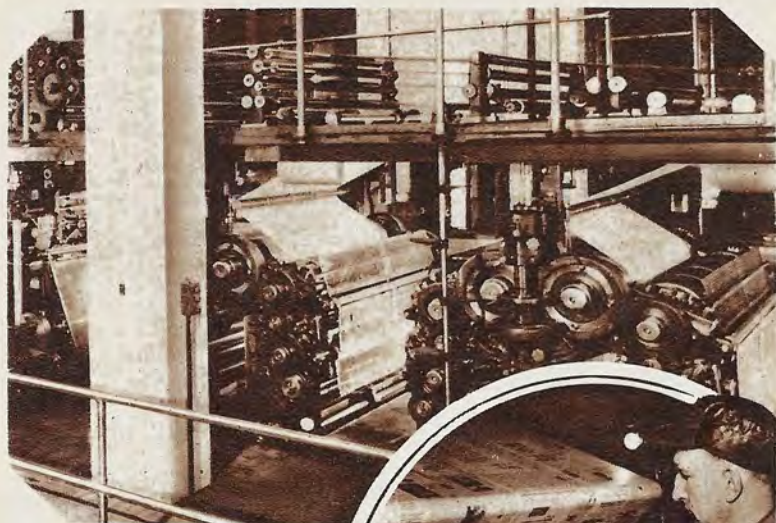
The first roll is nearing its end. The pressman by touching a button slows down the press and the reel. Now they are barely moving. The second roll is brought into position, and just as the first roll runs out, the second roll is attached with the "flying paster." The operator gradually increases the speed of the press unit and soon it is roaring along again at top speed.

Now We Are in the Press Room

WE ARE now ready to go to the Press Room level and get a look at this monster of steel, bronze and iron which has been making such a terrific racket over our heads. From the visitors' gallery we can see the press in operation and can ask questions of our guide with some hope of having them heard above the din.

The press is really twelve separate presses each carrying sixteen page plates so that when fully plated there are 192 plates in place. If today's edition is of 48 pages or less four plates will be cast from each page mat, and four complete papers printed at each revolution or 72,000 in an hour at top speed.

The ribbon of print paper coming into each press unit is known as the "web." The sketch on the preceding page shows what happens in a press unit. The cylinders



Each plate cylinder like the one shown in the detail at the right carries eight page plates, making 16 pages to the press unit. The pressman in the picture is placing a page one plate on the cylinder.



carrying the printing plates are in contact with rubber rollers covered with ink. The paper passes between the plate cylinder and an impression cylinder covered with a blanket of cork composition and a second blanket of felt which is coated with flexible celluloid. This covering is yielding enough to take up slight inequalities in the printing plate.

One side of the sheet is printed with eight pages and in one-fifth of a second the operation is repeated on the other side. Up goes the sheet racing along at the rate of 1,000 feet per minute guided over and under rollers on its way to the folders. The pages are brought together in such a way that a complete section is fed into the folder spread out two pages wide. The folder's action is quicker than the eye but here we have the result—complete papers clearly printed and accurately folded coming from the folder in a stream—five copies a second. And every twenty-fifth or fiftieth paper “kicked out” to facilitate counting.

The great press roars on. We see the steady stream of papers mount ceilingward on a conveyor and then move swiftly along the ceiling to the mailing room on the mezzanine floor above us.

Lights flash around one unit of the press. We see it slow down and we know that the “flying paster” will soon get in its work and then with a mighty roar the mon-



From the loading platform at the left, bundles of paper are rushed by trucks to district stations such as the one shown above



ster will be off again at top speed. Probably we cannot remain until the run is finished, but, if we could, we should see the pressmen grooming the press for its next effort. All parts are wiped clean and all waste paper removed from the Press Room.

Atmospheric conditions have to be controlled in the Press Room where newspapers are being printed at the rate of more than 1,000 a minute. The air of the room must be of the proper humidity as well as at the proper temperature. Moisture is added to the air when needed to bring the humidity to the proper point.

Before leaving the Press Room we may wish to take a look at the electrical control room opening on the visitors' gallery. From the panel boards in this room wires run to 176 electric motors ranging from one-eighth to 100 horsepower. The presses are driven by 10-horsepower and 100-horsepower motors. At the command of push-buttons on the presses the control panel sets the smaller motor in motion. When its capacity is reached, the panel hands the load over to the larger motor.



Every minute a thousand newspapers reach the mailing room



Only a few of the men and women of the Circulation Department of *The Democrat and Chronicle* are shown above.

The Mailing Room at Top Speed

WE have seen men racing with the hours throughout the plant but in the Mailing Room, our last stop, we see them racing with the minutes. Thousands of papers must be bundled ready for delivery to city news stands, to district stations and to railroad stations, the postoffice and bus terminals.

Bundle after bundle is counted, labelled, wrapped and thrown on a belt conveyor. At the rear of the room the belt dumps its load into a chute leading to the shipping platform one floor below.

The race with the hours is practically over. The papers now reach the readers through street sales or by home delivery. In the quiet of our home tonight when we read the events of the day we shall realize as never before the effort which has been made to produce our newspaper. And we shall remember that similar efforts are made during the hours of the night to produce *The Democrat and Chronicle* which greets us every morning in the year.



Circulation and Promotion Departments of The Times-Union





A special staff of editors, writers and artists works throughout the week preparing material for the Sunday edition of The Democrat and Chronicle

The Sunday Democrat and Chronicle

THIS modern printing plant produces the Sunday edition of The Democrat and Chronicle as well as the daily issues of the two newspapers. Although its chief aim is to give its readers the news, the Sunday Democrat and Chronicle has many other departments. A staff of editors, writers and artists prepares the special material.

The Sunday Democrat and Chronicle was started on July 20, 1879, because "the public demands the news of each and every day and it will not endure the lapse of even 24 hours," read the announcement. The statement continued, "The Democrat and Chronicle, recognizing fully the popular demand, proposes to accede to it cheerfully, and to meet seven days in the week the highest journalistic requirements of the territory in which it is located."

The Sunday edition was discontinued on June 19, 1890, the publishers believing that such action would be "beneficial to public morality." Publication was resumed on January 7, 1894, because "the place filled by The Democrat and Chronicle, a clean and reputable paper, was occupied by cheap and sensational Sunday publications which found their way into homes where they never would have been seen had a more desirable paper been obtainable."

News Pictures in Rotogravure

OUTSTANDING as a part of the Sunday edition, is the rotogravure section of news pictures. Scores of photographs of general and local interest are reproduced every week. The magazine section has illustrated articles, many of particular interest to residents of Rochester and vicinity. Society news also has a prominent place. Other departments include music, art, theaters, education, fraternal orders, books, radio, aviation, and real estate.



The Advertisers' Copy Service Department prepares advertising campaigns for both papers

"The Morgue"

IN the preparation of news, editorials and feature articles, writers of The Times-Union and



In The Times-Union library at the left and in The Democrat & Chronicle reference department, below, clippings and other data are filed



The Democrat and Chronicle have access to a vast amount of classified information. Each

newspaper operates its own Library and Reference Department so that this material will be instantly available while the newspaper is in the making. In newspaper talk such a department is called "The Morgue."

But a newspaper "morgue" is very much alive. Every day many newspapers are carefully read and clipped. Records of thousands of events and biographical information concerning thousands of individuals are kept on file. Bound volumes of Rochester newspapers going back nearly 100 years and reference books of many kinds are available.

The Promotion Department

ALL activities of the newspapers have had our attention except the Promotion Department. This is the newspapers' own advertising division. By newspaper advertisements, by contests for which prizes are offered and by other means, it tells the public about the newspapers.

WE HAVE come to the end of our little journey. As we leave we carry with us a copy of a newspaper telling of events of this very day, some of which have happened since we entered the building. We have marveled at the machinery and methods which produce in so short a time and with such great accuracy this powerful, living institution — a mirror of events—its purpose set forth in the words of Byron carved in stone on the facade of The Democrat and Chronicle Building:

WITHOUT OR WITH OFFENCE TO FRIENDS OR FOES
I SKETCH YOUR WORLD EXACTLY AS IT GOES



Gannett Company
Headquarters

*Above, Office of
President Gannett;
right, one of the gen-
eral offices*



THE ROCHESTER TIMES-UNION *and*
THE DEMOCRAT & CHRONICLE *are*

GANNETT NEWSPAPERS

ROCHESTER is the headquarters of this group of newspapers, unique in the history of American journalism. Each Gannett Newspaper maintains its traditions and preserves its identity. Each stands for the best in its community. Free from outside influence or dictation, the local editor expresses his views and reflects the opinions of the people of his city. Gannett Newspapers are clean, fair, independent, decent and constructive newspapers. They are home papers. Frank E. Gannett, founder of the group, insists they must be the kind of newspapers that appeal to all members of the typical American home.

THE GANNETT NEWSPAPERS

ALBANY KNICKERBOCKER-PRESS ¶ ALBANY EVENING NEWS ¶ BEACON NEWS
BROOKLYN DAILY EAGLE ¶ ELMIRA STAR-GAZETTE ¶ ELMIRA ADVERTISER
ELMIRA TELEGRAM ¶ ITHACA JOURNAL-NEWS ¶ UTICA OBSERVER-DISPATCH
MALONE TELEGRAM ¶ OGDENSBURG REPUBLICAN-JOURNAL ¶ OLEAN HERALD
HARTFORD TIMES ¶ NEWBURGH NEWS ¶ PLAINFIELD, N. J., COURIER-NEWS
ROCHESTER TIMES-UNION ¶ ROCHESTER DEMOCRAT & CHRONICLE