

Herald Holds Open House Tonight

New Plant Ranks With Best Of Size

Guests at the Big Spring Herald open house this evening will view a newspaper plant comparable in design and arrangement to those found anywhere in a city of similar size.

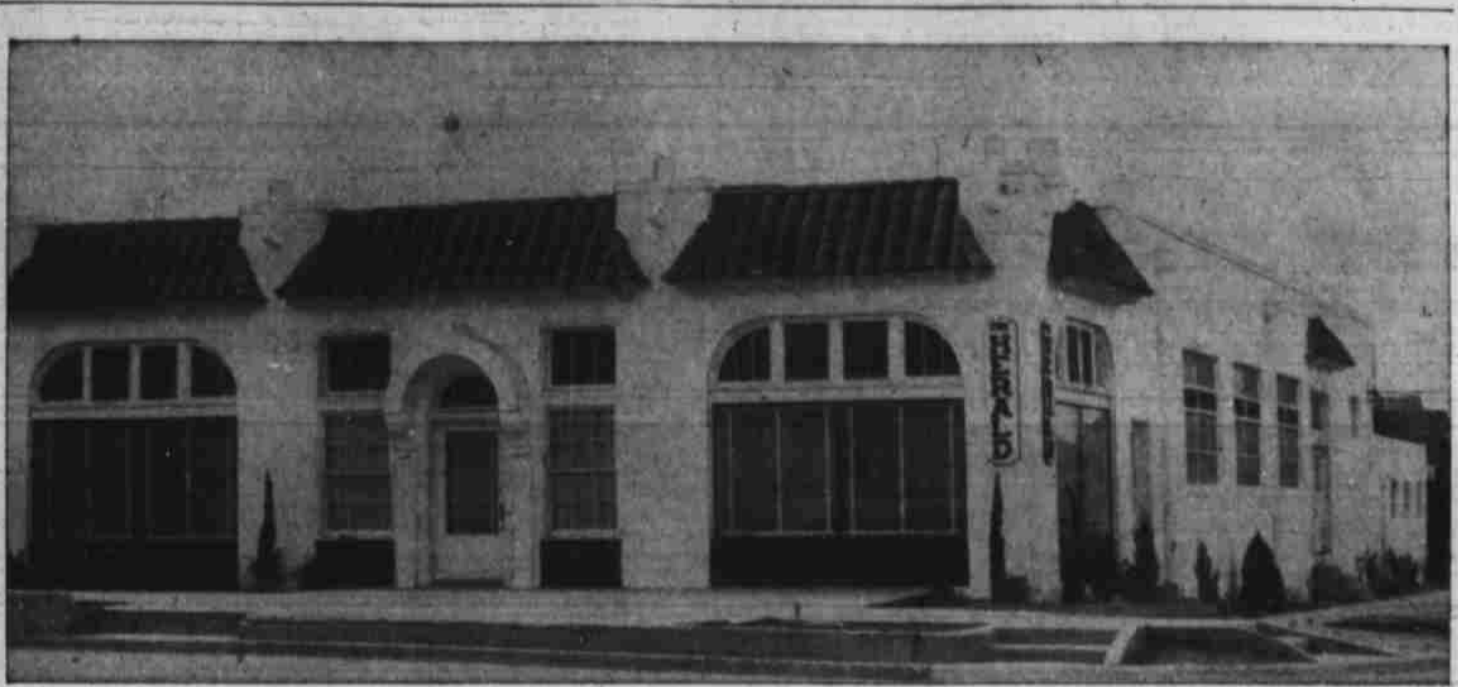
They will be touring an extensively remodeled building—one purchased by The Herald as its permanent home—a structure fitted to the most modern demands of newspaper production and containing many modern touches contributing to attractive working atmosphere.

And housed in the new building will be seen a new high-speed, 16-page press and other recently added production facilities.

Owners of The Herald, in purchasing the new building, not only provided a plant which meets present day needs, but one which will allow for expansion in the future.

The outside appearance of The Herald building is of such design to make it one of the city's most attractive structures. Complete painting and roof repairs have further enhanced the building's appearance.

Recognizing its location as one out of the central business district, The Herald is taking advantage of its outside space for an extensive landscaping program.



The Herald's New Home Exterior: Fronting East at 9th and Main Interior: Editorial, advertising, business office



(Kelsey Photos)

Newspaper Urges Visits By Public

It's "open house" time for The Herald, now "settled" in its new home at Ninth and Main streets.

All officials and employees of the newspaper are joining in playing host, this evening, to all the public of Big Spring and the Big Spring area, and are inviting "one and all" to call at the new building and inspect it from front door to back.

Formal visiting hours are from 7:30 to 10:30 tonight. Refreshments of coffee and cake will be served, through courtesy of the Duncan Coffee company and Mead's bakery.

All employees of The Herald will be on hand to greet guests, and to serve as guides through the production departments. All visitors will have an opportunity to see in detail the processes followed in the publishing of a daily newspaper.

They may see the preparation of news copy, and the receipt of Associated Press news items from all corners of the world, as transmitted over high speed teletype machines.

They may see the use of illustrations and layouts in preparation of advertising.

They may see in action the linotype machines which convert the typewritten message into metal type for printing.

They may see how this type is placed under its proper headline, how the headlines are made, and how the whole is fitted into a page.

They may see how this flat page is converted into cylindrical form, by a process of "mat rolling" and metal casting.

Then they may see how the cylindrical page plates are put on the new 16-page high speed Duplex press—and they may see the press printing out the complete paper, printed, folded, ready for delivery.

They may see the rooms in which the papers are mailed out and the special quarters equipped for the newsboys.

It will be a complete picture of a newspaper plant in operation—interesting to those who have seen it in whole or in part, and encouraging to those for whom printing process are somewhat of a mystery.

It will be an informal, "get-acquainted" evening, for Herald folk and the public they serve. All employees of the newspaper are extending a sincere invitation for the public to call this evening.



PUBLISHER Robert W. Whipkey has a life-long background in newspaper work. Born at Colorado City, he early learned all about papers on the Colorado Record, owned by his father and uncle.

Weekly Herald Read In Many Rural Homes

In addition to the Daily Herald, the Weekly Herald is published each week on Friday and goes into hundreds of homes in Howard county.

The Weekly is older than the daily, with the first issue dated October 7, 1904, the Weekly will celebrate its 37th anniversary in October of 1941.

The first issue contained features by the "Man About Town," personal articles on Y. M. C. A. work and the benefit of good rains in the county.

The Weekly today continues its effort to appeal to nearby rural communities and to those who read it but demand a general review of what has happened throughout the week.

The weekly serves a real need by containing all the news from rural areas into one issue. Special correspondents in Moore, Forsan, Coahoma, Stanton, and other surrounding communities, each week bring in scores of doings about folks, news about births, deaths, marriages and all the happenings of Howard county folks.

Given good display in the weekly with use of pictures and features, the Weekly continues to prove a source of interest and entertainment to its many readers.

Illustrations For Advertisements Is Service Of Herald

One of the services offered its advertisers by The Big Spring Daily Herald is a wide assortment of illustrations for their merchandising appeals in the newspaper's columns.

The Herald subscribes to the Meyer-Both advertising service, which each month supplies over 900 illustrations, as well as original ideas to give advertising copy more appeal.

Illustrations not used are filed away, building up a huge reserve of pictures and drawings for use. Nearly all local advertisers in Big Spring make use of this service, although a few subscribe for their own services.

Herald Installs Huge Duplex Press

Point of top interest to the visitor to a newspaper plant is the press.

Although presswork is just one of many steps in the printing of The Big Spring Daily Herald, it is most impressive, by far, to the casual observer.

In its new plant, The Herald has installed a huge Duplex Tubular press.

A marvel of mechanics, this press weighs 60,000 pounds, yet its action is as precise as that of a fine watch—and is much more carefully kept.

Printing off continuous rolls of paper four miles long, the press can roll out 400 papers per minute—printed, dried, folded and cut. It can print up to 16 pages at one time. (Papers of larger size must be broken into sections.)

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Each little merchant is a business man in his own right, conducting all transactions between The Herald and the city subscribers and keeping records of sales. Since the little merchant plan was put in effect city sales have shown a marked increase.

The Herald's motorcycle delivery service is a unique angle of the circulation department, this being the only house-to-house route of its nature in West Texas.

Refreshments On Docket For Herald Visitors

Refreshments will be served to all visitors at The Herald's "open house" this evening.

It will be coffee and cake for all desiring, this courtesy being extended through the cooperation of two of the newspaper's friendly patrons.

Admiration courtesy will be served, through courtesy of the Duncan Coffee company and its local representative, Earl Corder. Also offered will be cakes from a new line just added by Mead's bakery, and now available to the public through grocery stores.

Both the Administration and Mead people have graciously arranged to assist Herald folk in tendering the cake and coffee to all newspaper guests.

Many Channels Take Daily Herald To Its Subscribers

Distribution of the Herald is conducted through the combined efforts of carrier boys, buses, trains, and a motorcycle, with all channels put under the supervision of the circulation manager.

First copies of the Herald to come off the press are taken to the mailing department, where they are prepared for forwarding to Herald subscribers in all parts of the state.

Within thirty minutes after the Herald starts coming off the press every boy has his papers, and every out of town agent's bundle is on the way.

City circulation is handled by the little merchants system, a plan inaugurated in 1940, Big Spring is divided into two equal districts, each in charge of a designated manager. Both managers are boys who have shown outstanding aptitude for circulation work.

Each little merchant is a business man in his own right, conducting all transactions between The Herald and the city subscribers and keeping records of sales.

The Herald's motorcycle delivery service is a unique angle of the circulation department, this being the only house-to-house route of its nature in West Texas.

The route now extends over about 10 miles of road, going to Elbow, Lees community, Garden City, Forsan, Ross City, and Chalk in the order named. According to present plans, The Herald will add to its customers' service with the establishment of another motor route sometime in 1941.

Huge Machine Interesting To Observers

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The Community Has Built The Herald

(An Editorial) The Herald and its entire personnel are proud to present a new home to the public this evening; but accompanying the pride of ownership and improvement is a sincere feeling of acknowledgement to the community and its citizens whose support has made such a forward step possible.

We of The Herald feel rather more humble than otherwise, realizing that our accomplishments in the way of building a newspaper worthy to represent Big Spring and this part of West Texas are due less to our personal efforts than to the splendid loyalty, the friendly counsel and encouragement, and the unflinching kindness and cooperation of the people of the Big Spring area.

If we have grown, it is largely because the community has been progressive, urging us forward, causing us to exert all our energies to keep up with the procession, to maintain the high standard demanded by our readers and advertisers, to keep our physical plant in step with the growth and development of the territory we serve.

This edition marks the completion of a new home—one we have purchased and designed to best fit our needs—and the installation of a 16-page, high-speed press,

plus considerable improvement of all other departmental facilities. We believe it is not an exaggeration to say that The Herald's new home is as fine a newspaper plant as is maintained anywhere in a city the size of Big Spring.

That we should take a great deal of pride in it goes without saying. But we also recognize the fact that a newspaper's worth to its community is not gauged in the appearance of its building or the operation of its machinery. A newspaper is more than a private business enterprise; it is also a public service institution which owes an obligation to all the people in supporting what is right and what is progressive and in helping chart the paths of truth, of justice and of free and equal rights.

The Herald, as your newspaper, strives to be your steward in the mission of the public good. The considerable investment made in physical equipment and in increased personnel is to fulfill better that stewardship. But principally the degree of success we of The Herald achieve is due to the loyalty of our advertisers and our readers; and from our new home we salute all of these with a feeling of deepest gratitude and appreciation.

Teletype Machines Use Long Paper

Many stenographers have wished, while engaged in typing long manuscripts, that a continuous sheet of paper were provided for their machines to avoid frequent changes.

Teletype machines, used by the Herald to receive AP news, use continuous sheets, which run through the machines constantly for several days before being used up. Each is several hundred feet long.

Instead of loading these machines with paper regularly, the newspaper loads each one only every two or three weeks. Thus they can run for hours without attention from the telegraph editor or mechanic.

Herald Uses Long Ribbon Of Paper

Paper used by the Herald in a year's time would stretch in a yard strip from El Paso past Texarkana and well into Arkansas.

Stimulating Business - - Herald Payroll Spent In Big Spring

In a town which counts payroll as a major economic item, the money distributed by The Herald each year in salaries and wages is a considerable item.

The 1144 paychecks which The Herald distributes each year are dollars which go to the grocer and dry goods merchant, furniture store, appliance dealer, doctor and dentist, druggist and florist, beauty parlor and cafe—dollars which buy the necessities and pleasures of living, right here

in Big Spring. Many hundreds of other checks are distributed annually by The Herald. These include dollars which buy automobiles, tires, gasoline and oil, stationery, telephone and telegraph service, electric and gas utilities, insurance, photographs, photo-engraving, postage stamps, storage and drayage, the professional services of attorneys and accountants, office furnishings, repairs to mechanical equipment by local machine shops, laundry services, typewriters and services.

Herald dollars go to governmental taxing agencies, to various local organizations as dues—a Herald representative is a member of every service club in the city—and to assist in many charitable causes.

Efficient daily operation of the newspaper requires an endless stream of goods and services.

Radio Will Tell How Your Herald Is Produced

A description of how your daily newspaper is produced—from the time news items and advertising copy are gathered until the paper reaches your front door—will be presented by radio this evening in connection with The Herald's open house program.

Radio Station KEST is linking its facilities with those of the newspaper to tell the story of newspaper production. The broadcast will be of a probable half-hour in duration, beginning at 7 o'clock.

An announcer will take a portable microphone completely through the new building, interviewing all department heads and from them obtaining a word-story of how each department operates. The AP news teletype machines, the linotype machines and other type casting equipment, and the new 16-page press will be described during the broadcast.

History Of Herald Old As Of The City

While The Herald is more than a score years younger than the county, it antedates the incorporation of the city by nearly three years; but from its beginning, it has championed the causes of town and county alike.

Hardly had the first edition of the paper been issued than its editor and founder, Tom Jordan, began extolling the possibility of the county and surrounding area for agricultural pursuits.

At that time this section of West Texas belonged largely to the cattle barons who blocked up huge stretches in the days following arrival of the railroad and before the advent of fences. The idea of settlers was an unpopular one at first, but The Herald plugged away, even in the face of severe droughts. It chronicled the first batch of cotton, the first feed crop.

With farming established as an industry, The Herald began looking about for other industries, among them a cotton oil mill. Nearly a quarter of a century elapsed before that dream was realized, but it finally came to pass.

All the time The Herald was supporting its major industry, the T. & P. railroad shops. Then in 1929 a new opportunity was thrust into its lap with the one-man oil promotion of S. E. J. Cox. That

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# These Steps Produce Your Daily Herald



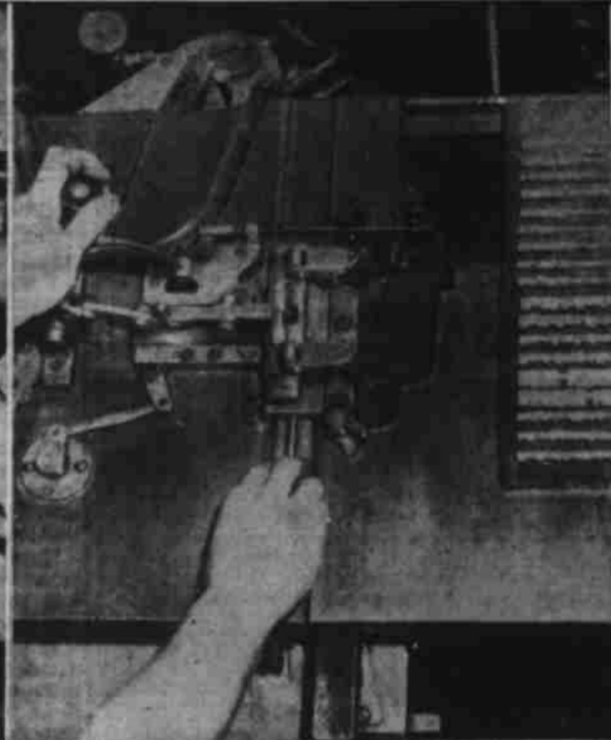
The reporter gets the facts for a local news story and "writes it up" . . .

World, national news comes in on AP teletype . . .

Stories are edited for errors and headlines are written at copy desk . . .



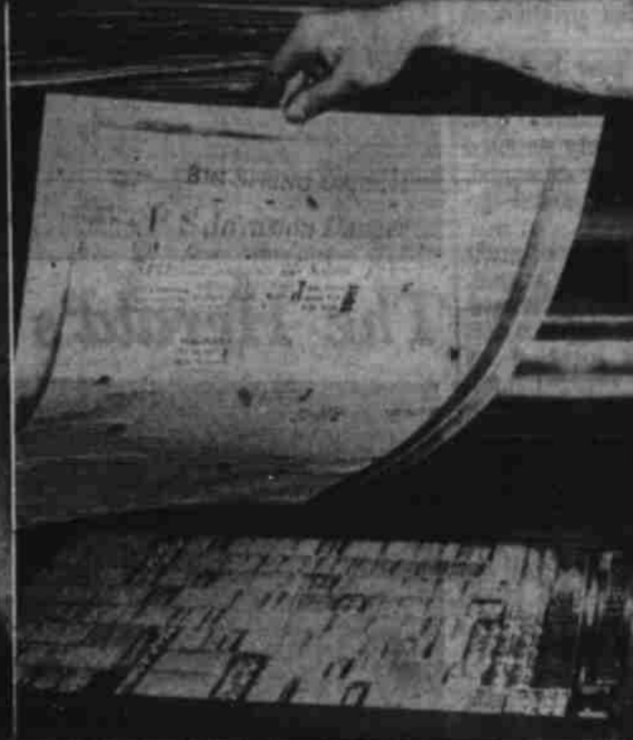
The story is set into type on the Linotype machine . . .



Larger headlines are set on this Ludlow machine . . .



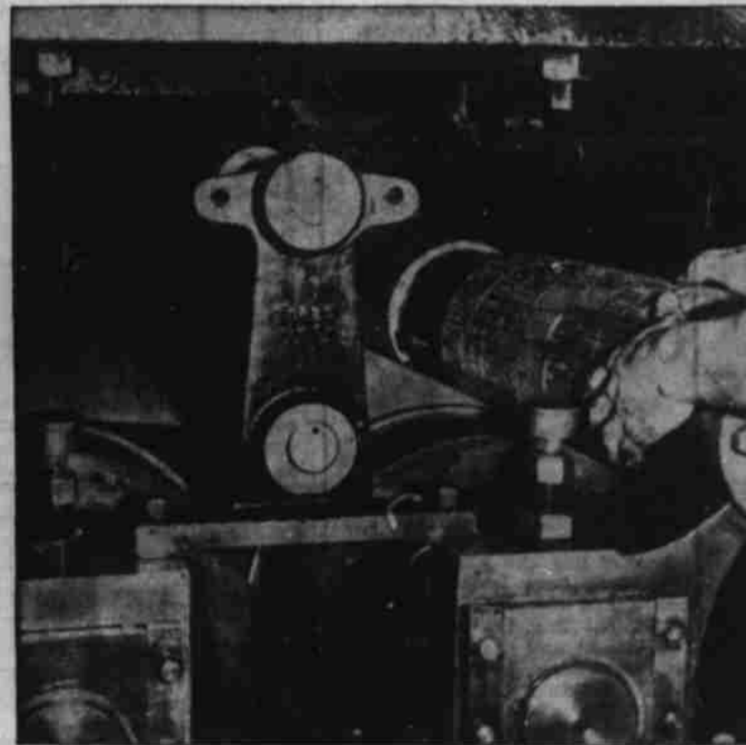
The type is "made-up" into page forms . . .



A composition "mat" or mold is made of each page . . .



Using this mat, a tubular metal cast is made of page . . .



This cast is placed on a cylinder in the huge Duplex rotary press . . .



Folded papers roll off the press at high speed . . .



Those papers delivered by mail are addressed with this machine . . .



The "Little Merchant" places a copy behind the screen of the city subscriber.

## History

Continued From Page 1

fished, but from that time until 1926 when the first commercial producer was discovered. Until this time Big Spring had been a substantial town, but now it was thrust into a new situation with boom-like proportions. With hundreds of people following the oil play here, the paper awoke with the citizens to the fact that the city's facilities were wholly inadequate.

At once, a vigorous campaign for more hotels, for new and larger churches, more school buildings to handle swelling student numbers, more highways and better lateral roads, city street paving, new industries including oil refineries, oilwell supply houses, housing facilities to meet needs of scores and scores of new families, office buildings to accommodate oil companies, and many other things needed for a growing city.

Of necessity, there were other reforms, and The Herald joined in seeking a home rule charter for

the city. Several bond issues drew support of the paper because it believed proceeds were necessary to meet this phenomenal growth.

Yet, through it all, The Herald counseled with its constituents against the pitfalls of booming, and based its progressive editorial policy upon a long look.

To keep pace with the growth of the community, mechanical resources of the paper have been improved and enlarged from time to time. The first Herald was a five column affair, next a seven column publication. By 1916 the paper had installed its first linotype. Gradually this store of equipment grew, and then was sharply increased when the paper became a daily in 1928. A Duplex cylinder press was added, then replaced by a Goss rotary. In June 1933 The Herald moved from E. 1st street to E. 3rd street. In January 1941 The Herald moved to a home of its own at 900 Main, equipped with a new press and arranged for producing a better paper for the city and area it serves.

Experiments to develop new uses and commercial applications for starch, extracted from kafir corn, are underway in Kansas.

## Building

Continued From Page 1

part of the building follows a pleasing pattern. The concrete floor is of an in-mixed red color, and this motif is followed by a red stencil on the walls and a red trim on all counters, desks and typewriter stands. Harmonizing with this red is a soft brown wainscoting; above the stencil line, the upper walls are of a pale green; and this color blends into the natural-color acoustical board ceiling. All furniture and fixtures have been done in a harmonizing green.

Wood trim is in white, and Venetian blinds on all the glass areas are of a blending off-white.

Fluorescent lights are used exclusively in the front office, giving not only a highly satisfactory working illumination, but also—the fixtures are designed in rectangles to conform with ceiling lines—an attractive note in the decorative scheme.

A central door connects the front office with the composing room.

That part of the plant is laid out to best meet the needs of "straight-line" production of type and newspaper. To the left is located the battery of three Linotype machines, each with its individual electrical, gas and light connection, and so located to receive a maximum of daylight.

The type "dump," or table where type is stored, is in the center of the composing room, and to the right of this are the make-up stones, where page forms are filled with type.

Nearby are the machines which provide headlines type and other large sizes of lettering, the cases from which ad-type is taken, the stone tables on which ads are composed, and the machine which

casts strip metal used in composition.

Back of the page forms in the composing room are the various stereotyping units—mat, roller, metal pot and casting box, plate finisher and routing machine—employed in making a cylindrical plate to fit the big press. All these are so placed that a page follows a direct production line.

The composing room has been painted in black and white, factory style, to achieve a maximum of light as well as a practical design for the type room. Standout features of this part of The Herald plant are broad windows on both sides of the building which provide ideal daylight. Fluorescent fixtures also have been employed extensively in this department.

Back of the composing room is the press room, a separate space which houses the monster printing machine.

Erected on a specially designed pit which carries tremendous space and at the same time permits free working space beneath the press, the new machine is set up to achieve smooth operation with a minimum of vibration. A complex system of switches and speed controls is placed along the walls. The press room has an acoustical ceiling, and is finished with black wainscoting and white upper walls.

There is space in the press room—at the loading end of the machine—for storage of a carload of newsprint. A double door leading to the alley gives access for unloading.

At the north end of the press room, where folded papers are produced ready for delivery, a door leads into a mailing room, where are located tables for distributing and bundling of papers. Here has been erected a private office, with semi-partitions, for T. J. Dunlap, circulation manager. His office is located so that he is at all times in direct touch with

the mailing and distribution of papers, as well as with his newsboys.

The boys have been given a club room of their own—a separate room at the rear of the building. It has its own entrance, and is being fitted up by the boys with play equipment. Here they spend leisure time and hold their meetings.

Both the mailing room and the newsboys quarters are included in a new annex which The Herald erected during the course of remodeling. The mailing room opens out on a rear court space on the south side of the building, and has an entrance from the north, on Ninth street, as well.

The composing room has its own entrance on Ninth street also, and the front office has a second outside entrance on the north. The entire building has been arranged so as to give a better departmental operation than is usually found in small-city newspaper plants. It has been praised for its attractive exterior and interior design as well as its functional plan for efficient newspaper operation.

The Suggs Construction company held the general contract on the remodeling, and supervised all work. General wiring was done by the D&K Electric company, while the fluorescent fixtures were installed by Taylor Electric company. Runyan Plumbing company did the plumbing work, and the Lyrick Roofing company had the roof and metal contract. Painting and interior design, as well as all furniture and fixture remodeling, was handled by Thory Paint and Paper store. Many other Big Spring business enterprises shared in the project by furnishing materials, supplies, equipment and fixtures, etc., and in handling the major job of moving the newspaper from its former location.

Several Oxford university buildings are more than 800 years old.

## Herald Keeps File Of Past Issues

Copies of all editions of the Herald are preserved in permanent files of the paper.

These are kept for reference and furnish an accurate day-by-day history of the city, county and area. Unfortunately, bulk of the Herald files for the 24-year period the paper operated exclusively as a weekly have been lost. However, since the incorporation of the company, all files have been preserved.

In addition, issues of the Herald are kept in large numbers for a month, in lesser numbers for a year, and some copies are available for sale as far back as two years.

## Hale Family Counts 83 Years In Senate

PORTLAND, Me.—When Sen. Frederick Hale, R., Me., retired recently, it marked the end of an 83-year record of family service in the senate.

Hale's grandfather served in the senate during the Civil war, Hale's father served in that body during the Spanish-American war. Hale himself had served 24 years when he quit "to get in some traveling, fishing and hunting."

## Cats No Longer Belled, Town's Birds On Own

EDWARDSVILLE, Ill.—Song birds are back on a survival of the fittest basis with local and visiting cats, belled three years ago by a city ordinance, and unbelled now by its elimination.

The scheme was intended to protect birds by warning them of an enemy's approach, but its unpopularity among the citizenry resulted in failure to enforce the regulation.

## Press

Continued From Page 1

tion, with one section printed at a time.)

On modern, high speed presses, printing is not done directly from the type. Instead, a paper mat (or mold) of the page of type is taken, and with this mold a cast is made. This cast is tubular in shape. A tubular cast for each page is made and placed on a cylinder in the press. As the press runs, the cast revolves, first rolling against an inked roller, then against the web of paper.

As it cuts and folds the papers, the press automatically counts them. A dial attached to the folder keeps count—in two—of the number printed.

Each 50th paper, as it comes from the folder, is thrown out six inches farther on the delivery belt than the other. This conveniently

marks the papers off in stacks of 50 to facilitate counting.

The Herald's new press is more than adequate for a newspaper of its size. Much expansion may be made before need for larger equipment will be created.

## Conscience Speaks Early To Erring Boy Scout

WESTBROOK, Me.—The proprietor of the Vallee drug store, once operated by the father of Rudy Vallee, rang up an unexpected nickel the other day.

Through the mail the druggist received this note:

"Dear Sir: I am a Boy Scout and have decided a Boy Scout should not steal. While in your store this afternoon, I stole a candy bar. I am sorry. Yours truly,"

"P.S. I am sending along the 5 cents."

The letter was unsigned but the money was enclosed.

## TO AN OLD FRIEND . . . IN A NEW LOCATION

Management and employees of Club's modern cafe are happy to be among those extending best wishes and congratulations to the Big Spring Herald on the completion of their new, modern building.

## CLUB CAFE

Grover Dunham, Mgr.

## COMPLIMENTS.....

To the Big Spring Herald on the progress of their newspaper, on their new office building and new equipment. May you continue your successful course of progress.

## J. W. Elrod Furniture Store

Out Of The High Rent District

# Advertising Performs Many Services For Community

## Runnels Heads Herald's Staff In Department

Many-aided is the service of Big Spring Daily Herald advertising. It gives the merchant an opportunity to display his wares in a publication that goes into homes in Big Spring and vicinity—and thus gives him an opportunity to increase his business.

It gives the shopper a chance to study and decide upon merchandise while at home, cutting down upon the time and labor expended in actual shopping.

It brings business to the city. A city is no larger than its newspaper, which is the most powerful single factor in attracting of trade to a town. A newspaper advertisement that brings an outsider to town operates not only to the benefit of that advertiser, but to a smaller degree aids all merchants in town.

It makes possible the dissemination of news on a broader and more independent scale than would be possible, for financial reasons, if newspapers carried no advertising.

Heading The Herald's advertising department is Pollard Runnels, a young veteran of the newspaper business. Assisting him as salesman is Herbert Feather, who has had a variety of experience in his field.

These men spend most of their working hours calling upon merchants of Big Spring. With them they discuss merchandising problems and advertising needs, lay out suggested advertisements, and help check results of advertising. They make individual studies of each merchant's need and aid him in planning efficient advertising programs.

Salesmen out of the office, these men are artists most of the time at their desks. There they lay out designs for advertisements.

Runnels does a large part of his selling by mail, dealing with out-of-town or "national" advertisers. Having designed and sold an advertisement, the advertising man turns in the layout to the composing room, which sets it in type. Then the salesman of the ad is personally responsible for its proofreading. Often, proofs of the ad are shown to the advertiser before the ad is used in the paper.

**Being As Serious Job Stressed**  
SOPHIA, Ill.—Arthur W. Schiller, publisher, whose book on the causes of automobile accidents will be published soon, says that every driver should consider driving not as a serious job as his regular occupation. He concludes that most accidents are caused by lack of concentration.



**ADVERTISING MANAGER** is the place Pollard Runnels, Jr., holds with the Herald. His first newspaper experience came as a carrier boy, blossomed into a classified salesman and all-around man for a small town paper. After positions at Terrell, where he was born, Commerce and Athens, he came here in September 1938 and was made head of his department in April 1940. (Kelsey Photo).



**SALESMAN** for the advertising department of the Herald is Herbert Feather, a native of Bruton, Okla., who broke into newspaper work on his father's paper at Guthrie, Okla. He came to the Herald in September 1940 via Amarillo. He did special work for the paper here earlier and was called back as a regular employe. (Photo by Kelsey).

## Classified Is Common Man's Meeting Place

Classified advertising columns of The Herald constitute the average person's meeting ground.

While display advertising is largely inserted by merchants and business firms, classified or "want ads" are submitted by Tom, Dick and Harry.

Mrs. Brown calls in to list an ad to rent a spare room. Mrs. Smith discovers she has a surplus of rose cuttings and lists them. Tired of driving over the city in search of an apartment, the Joneses advertise for one. Cars are sold, real estate exchanged, jobs had and given, a large miscellany of business is transacted with want ads as the medium.

Classified advertising has two distinctions from ordinary advertising. First, and foremost, it is sorted out according to subject matter, making shopping through the classifieds as easy as looking up a number in the telephone directory. Second, it is generally limited to small, uniformly-designed ads.

Outnumbering all other types are want ads dealing with real estate, houses, rooms, and apartments for rent, wanted to rent, and for sale or trade.

Second in importance are used auto advertisements. Seldom does one think of buying a used car without consulting the convenient classified ads. Ranking behind these are many other classifications of want ads—the all-powerful little sales agents.

Sue Haynes, The Herald's classified advertising manager, spends much of her time each day talking over the telephone, accepting classifieds and performing other services to the public.

When you have something to sell, something to buy, anything to advertise, she is ready to give service through the classified columns.

## Summer Resort Town Enjoys Winter Boom

**CRYSTAL BEACH, Ont.**—This popular Lake Erie summer resort is feeling the effects of the industrial boom.

Usually a ghost town during the winter months, this summer-time community now numbers double its normal 100-family winter-time populace. The newcomers, primarily defense industries workers, rented cottages here when unable to find living quarters in the nearby industrial towns of Fort Erie and Port Colborne.



**CLASSIFIED ADVERTISING** at the Herald is handled by Sue Haynes, now rounding out her first year with the paper. Born in Eastland county, she came to Big Spring first in 1932 and in all has lived here four years. She had considerable experience as an abstractor before joining the Herald as classified agent and stenographer. (Kelsey Photo).

## Comics Come From Large Syndicates

Laughs, excitement, suspense and concern—all these come out of comics and features supplied by The Big Spring Herald.

All of this material is supplied by syndicates or feature services and most of it comes in the form of impressed cardboard—or mats, as newspapermen call it.

Obviously, there are few newspapers in the country who could support a collection of talented artists and special writers. This is where a syndicate comes in. These organizations engage artists and writers of proven experience. In turn, they market the material to many newspapers at costs all can afford to pay. Thus, the smaller papers can have material of this type as well as the larger institutions.

Comics and a considerable portion of the feature matter are furnished well in advance of the publication date, but with strict dates of release which must be rigidly observed by all subscribing members.

Feature services carry a considerable amount of illustrative material or pictures, but the major part is copy prepared by specialized writers. For instance, Jack Stinson has a Washington Daybook. Robbin Coons a Hollywood column and George Tucker a New York roundup. There are special features such as the serial story, Modes of the Moment (styles), cooking data, political stories, oddities, background and interpretative material and shorts—those informational little squibs which fill out the bottom of a column. All this comes from the Associated Press feature service, which also includes timely pictures. Comic strips are by AP and three other syndicates.

## National Advertising Brings Outside Money To Big Spring

The Big Spring Herald with its national advertising program, brings into Big Spring outside money to be spent locally.

When a national advertising company lists its budget with The Herald for the year, the money of course goes to The Herald. These sums of money are passed on to the advertiser through salaries for employes and other operating expenses.

National advertising is that advertising that is paid for by out-of-town businesses, generally manufacturers or distributors. Examples are food products, cigars, cosmetics, chewing gum, household appliances, etc.

When one reads an advertisement of a product, without necessarily naming the place where it may be bought, that is national advertising paid for by the maker or distributor.

And when the national advertiser pays for his ad, the money comes to Big Spring. When the sales increase, the national advertiser feels justified to increase his advertising budget and more money comes back to Big Spring.

National advertising helps to increase the volume of retail business

of all kinds in Big Spring. Each national advertisement is in effect an indirect advertisement for every local retail business handling the product advertised. When a national advertisement causes a buyer to go into John Doe's store looking for one product, not only that advertised product benefits, but also anything else Merchant Doe has to offer the customer while he is in his store.

During depression times, the articles that kept their national advertising budget came through without much loss and today are "made" products.

And with the help of Herald staffmen, surveys of local markets for nationally marketed products are made and in every way The Herald aids the national advertiser to establish and sell his product in the Big Spring trade area.

The Big Spring Herald does not just sell space to national advertisers. It sells the best in service and justifies their continued advertising in The Herald.

Statisticians have placed at 53 to one the chances of a person's being arrested for serious crime in New York.



## Newspaper Folks Aren't "Right Bright"

And to prove it, they will sit up all night out in the cold—rain, sleet, snow, or what have you—in order to get full details for some story, when all the time we know they were "fit for a sick bed" and had told them so.

They will drive a hundred miles in the dead of night into territory that can't be reached satisfactorily otherwise just to satisfy their wild desire for "fast hand" news notes. They will prance hospital corridors like an expectant father, just waitin' to see if it's a boy or a gal—but they feel that should be more "fast hand" gathering. Quite often, strangers visiting the hospital mistake the newsmen for the first-time-papa. And why not? He's pacing right along and holding first-time's hand—but we can't figure out whether it's the reporter's nose for news or the thought of a free cigar that prompts this close companionship. . . . Anyway, we've told them time and again that most babies are born at night, and if they sit up all night they should

sleep in the day time . . . Personally, we don't think they know any hours.

Along comes Saturday night . . . and what do we see? Out there on Main Street we find a newly finished building, representing a sound newspaper investment, all "fit up like a Church"—only more so. We see folks stirring around like a mob running for exits at the yell of "Fire!" . . . but that isn't the case. They are simply putting to bed our Sunday morning Herald . . . so the rest of us will have some excuse for being late to preachin' next morning.

All this seems unnecessary to most of us . . . especially since they have all week to get that stuff together . . . but to newspaper folks—and especially The Herald family—they feel that they have a duty to perform that lasts right up until the final minute before press time . . . and they must be right, because

**THE BIG SPRING HERALD IS A MIGHTY GOOD NEWSPAPER**

**And We Congratulate All Who Make It!**

But we are still weak from trying to keep that silly bunch healthy.

**C. W. Cunningham**

**Shine Philips**

# SUGGS CONSTRUCTION COMPANY

General Contractors

For The Entire Improvement Program Of The

## BIG SPRING HERALD



In Building . . .

## EXPERIENCE AND RELIABILITY COUNT!

In the completion of the extensive improvement program for The Big Spring Herald's new building, it was our pleasure to oversee the entire job, from original planning to masonry and carpentry, from wiring and plumbing to painting and final decorations.

The Herald chose an experienced and reliable firm. We are proud for the public to see our work on The Herald building, and are proud to number The Herald contract as an outstanding one among the many jobs it has been our privilege to handle in Big Spring and West Texas.

Congratulations To All The Herald People On the Completion of Their New Building

Other Suggs Jobs:  
Cosden Office Building  
Robinson Grocery Building  
Sparenberg Bldg., Remodeling  
Gulf Super-Service Station

# Suggs Construction Company

Crawford Hotel

Phone 649

OFFICE FURNITURE

UNDERWOOD TYPEWRITERS

SUNDSTAND ADDING MACHINES

From Hester's Make Up Part of the Office Equipment at

THE HERALD'S NEW BUILDING

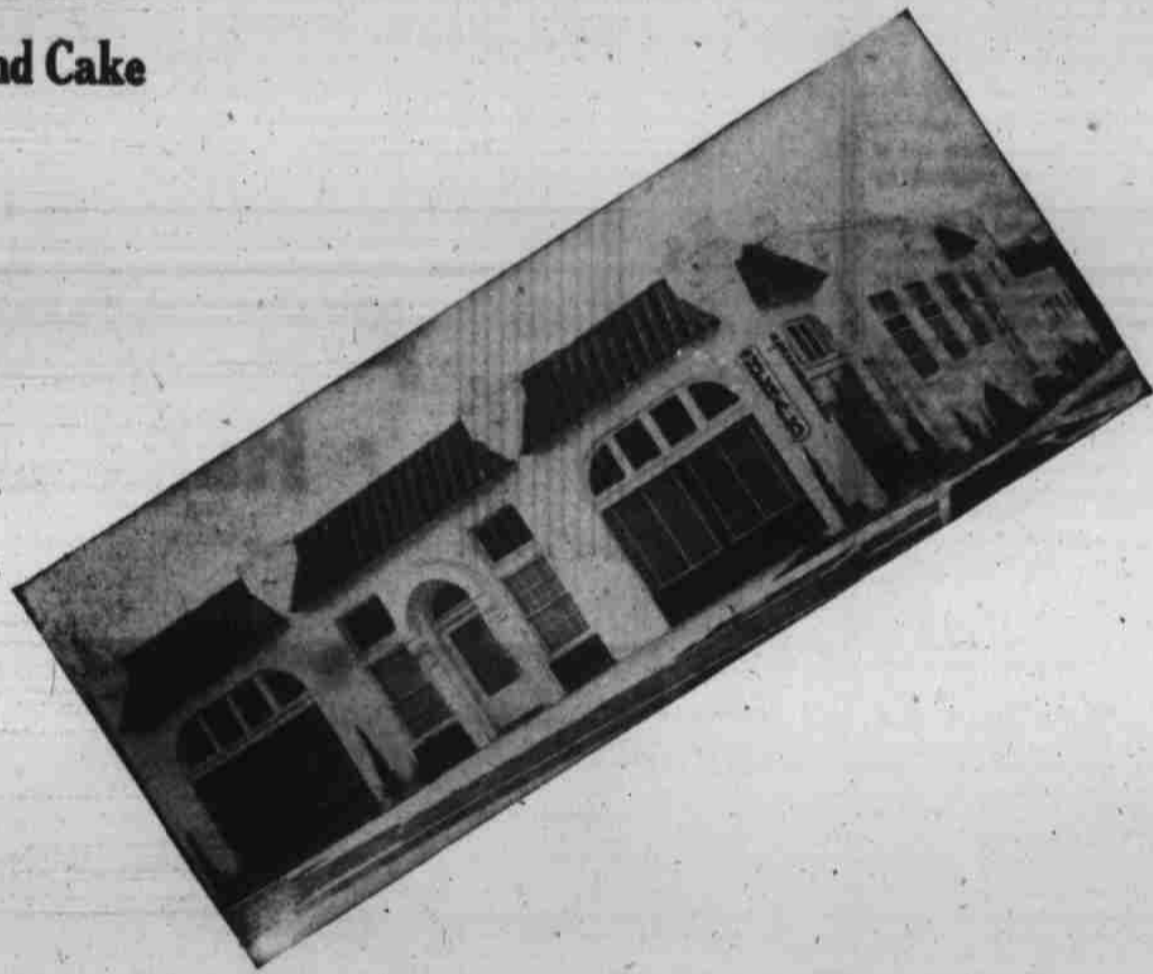
See us for your needs in this line . . . We appreciate the opportunity of serving you at all times.



We Herald Employees Cordially Invite

# YOU AND YOUR FAMILY

Refreshments of  
Coffee and Cake



To be present at our

# OPEN HOUSE

This Evening

Friday, Jan. 24, 7:30 to 10:30 p.m.

At Our New Home, Corner 9th and Main

We're throwing our doors wide open to the public tonight! It's Open House at The Herald for every resident of Big Spring and this section! We're in our own permanent home now, at Ninth and Main streets, and we want you to see what a fine plant we have ... we want you to see the machinery, the equipment, the many people that it takes to issue your daily newspaper ... We'll have guides to show you through in groups to explain every detail of our newspaper so that you won't miss a single thing.

It's WELCOME TO ALL and we mean it. Frankly, we're just as proud of this new home of ours as we can be ... and we're proud to be working for an organization that is being of constructive service to Big Spring and West Texas. We have as splendid a plant as can be found in any town near our size ... and we want you to be our guest to see it. We want you to know us, and we want to know you ... There'll be refreshments for all our callers ... THE LATCHSTRING'S OUT — COME TO SEE US!

### You'll Want To See:

- The finest in small city newspaper plants
- New 16-page press with a speed of 400 papers per minute
- Wire service bringing news from all over the world
- A battery of three Linotype machines
- Type casting and 'plate casting machinery
- How the ads you read get into print
- How your paper is prepared for delivery to you
- The employees who help issue your paper

### Employees Of The Herald

Ray Davidson	J. L. Miller
Jack Douglas	W. W. Pendleton
T. J. Dunlap	Joe Pickle
Herbert Feather	Helen Pool
Granville Glenn	Roy Reagan
E. W. Hall	Pollard Runnels
Sue Haynes	M. L. Simmons
M. K. House	Buck Tyree
J. W. Hull	Mary Whaley
Ray McFabe	R. W. Whipkey

# Printing Of Pictures One Of Most Complicated News Jobs

## Putting Photo In Paper Requires Engraving Process

"Putting a picture in the paper" is not so simple as it sounds. Printing pictures is one of the most costly processes in newspaper publishing. Likewise, it consumes more time.

After the photographer has made and developed the picture, a difficult step—that of engraving—remains before the illustration may be printed.

There is not existing enough demand for engravings in Big Spring and vicinity to sustain an engraving plant here, the Herald must send its local pictures to the nearest plant—that at Abilene.

There the engraver transforms the picture from the photographic stage to the engraving—or cut, as newspapermen commonly refer to them.

A highly technical process, the layman's explanation of half-tone engraving may be limited to the following:

1. The engraver takes a picture of the photo through a fine screen, which breaks the photo down into a series of dots—some gray, some black. (Examine a few newspaper pictures and you will note they are composed of a series of dots.)

2. Then he "prints" this picture on a sheet of zinc, in much

the same way that the regular photographer prints a snapshot on a sheet of white cardboard.

3. To this sheet of zinc is applied a certain type of acid which eats away the portions of the picture which are white, leaving the darker portions.

4. In printing, these raised portions operate in the same manner as the raised portion of a letter of type to receive ink and print on paper.

Majority of all printed pictures are half-tones and are made by this process. Drawings, such as comic strips, are reproduced by use of "line engravings." For this type engraving, the engraver etches away the zinc material except for the upraised lines which form the picture. This is practical only on drawings, where it produces a clearer reproduction than the half-tone method.

If many copies of a "cut" are desired, the engraver does not make duplicate engravings. Instead he makes "mats" of the cut. This is done by impressing a cardboard-like material against the engraving under tremendous pressure. This reproduces the raised and lowered surfaces of

## Wires Bring 'Hot' Photos To The Herald

An event happening today on the other side of the world may be pictured in tomorrow's Big Spring Daily Herald.

Rapid transmission of pictures is science's newest contribution to the newspaper publishing business.

Through its membership in the Associated Press, each day the Herald receives a share of the world's best and newest pictures, transmitted across the miles by radio, wire, airmail and other methods.

In the accompanying article describing the process of engraving pictures, it was explained that pictures to be printed are broken down into a series of dots, ranging from the lightest gray to black.

Through newly-perfected processes, these dots may be sent over wires or via radio in the same way as the dots and dashes in Morse code. An electric eye on the sending end reads the dots off the original picture, sends the correct impulses over the wire, and the receiving machine links them off onto a new sheet of paper.

From the picture at the receiving end, "cut" or engraving is made just as it would be from an original photo.

The Herald has no direct receiving equipment for these Wire-photos, the nearest being in Dallas. The Associated Press, however, receives these pictures in its Dallas office, makes mats of them (by the process described in the article on engraving) and forwards them to Big Spring by airmail or the fastest conveyance.

Each morning the Herald receives two packages of mats transmitted from the world's news hot spots by wire to Dallas. In addition to this, the AP sends miscellaneous other picture mats, as well as copies, having less time value, by slower methods.

## Fluorescent Lights Used In Building

Making working conditions more pleasant in the new Herald office is modernistic fluorescent lighting.

The front office is equipped with two large rectangular fixtures for lighting, divided into four units. In the composing room, industrial fixtures have been installed to provide a shadowless light especially appreciated by those who must work with type.

Newspapermen must use their eyes almost constantly in producing each day's issue. When cloudy days make the use of lights necessary, it is essential that good light be provided. This has been done to notable degree in the new Herald office.



**MANAGING EDITOR** of the Herald is Joe Pickle. Born at Roscoe, he came to Big Spring in 1936, was graduated from Baylor University in 1932, where he got his first experience on the college daily. During the summer of 1931 he became a reporter for the Herald and returned next year to fill the same place. In April 1940 he was placed in charge of the editorial department. (Kelsey Photo).



**TELEGRAPH EDITOR** Ray Davidson grew up in West Texas, was schooled in Abilene and graduated from Hardin-Simmons university in 1935. First newspaper experience came at Abilene in the circulation department in 1931; he worked on high school and college papers, became reporter for Abilene Reporter-News in 1933, spent a short time working for the legislature, went to Vernon Daily Record in 1940 and to the Herald in November of the same year. (Kelsey Photo).



**SPORTS EDITOR** for the Herald is Jack Douglas, who abandoned a job as a spider driller to write. Born in Clarksville, W. Va., he got his schooling at Texas University, where he graduated in 1939. He worked in oil fields until September 1940 when he became associated with the Herald as sports writer and general reporter. (Kelsey Photo).



**SOCIETY EDITOR** Mary Whaley is a native of Missouri, having been born at Poplar Bluff. She attended high schools in St. Louis, William Woods junior college at Fulton and was graduated from Missouri university in 1938. Determined not to write society, she got a job at San Angelo reporting society and came to Big Spring in January 1939 as society editor. (Kelsey Photo).



**PROOFREADER** Helen Pool divides her time with The Herald between checking galley (column) proofs for mistakes and in reporting on special assignments and school news. Born in Little Rock, Ark., she came to Big Spring in 1938 via Abilene, was graduated from the Big Spring high school and went to work with The Herald in August 1940. She also is a feature writer. (Kelsey Photo).

## Herald Takes Many Exchanges

Newspapers, as much or more than any other enterprises, constantly keep alert to the doings of their contemporaries.

For this reason the Herald trades subscriptions with perhaps two score other newspapers. Regularly Herald employees check through these papers to keep alert to the doings of the other papers. These subscriptions, received in trade, are called exchanges.

The Herald attempts to exchange with all newspapers published in its immediate territory, as well as those from several larger cities at distant points.

**Pie Maker Discovers Art** SAN FRANCISCO.—Dava Ball, who holds the title of "all-navy pie maker," confesses that he never read a book in his life, and attributes his success as a pie maker to the daily reading of the Scriptures. He passed the navy examinations for a pie maker with the highest honors.

**Tramcar Taken In Raid** A MIDLANDS TOWN, Eng. — For taking a tramcar and trying to drive it during an air raid on a West Midlands town after the rest of the passengers had gone to shelter, a man has been fined \$5. His excuse was that he wanted to get home.

# Deadlines Fill Each Day

## Copy Must Move On Schedule To Get Paper Out

Unlike God in "Green Pastures," it is not possible to "rar back and pass a miracle" in newspaper production, so the business becomes one of deadlines.

The average reader expects his paper at a fixed time, and the earlier the better. Against this is the fact that newspaper production is a complex proposition, so it becomes necessary to observe hours when the last advertising and news copy must be back to the composing room.

Take a typical day for the Herald. Advertising men make their calls and get in their copy by 4 p. m. the day preceding production, and as much as come back before that time is given to the composing room for work as soon as it is ready. In emergencies, some advertising copy may be handled as late as 8:30 a. m. the date of publication without seriously disrupting the orderly process of production; later than that, it simply "gums the works" and makes your paper late.

Because composition of classified ads is simpler, they may be handled up to 11 a. m. when that page is closed out, matted, cast and placed on the press.

First editorial deadline is also the day before. Features, editorials, comics and as much other material as is available are turned back so that printers will have something to keep them busy when they finish with the previous days run and when they report at 7 a. m. for work the date of publication.

By 10 a. m. all sports copy must have cleared the desk. If not, and unless it is highly important, it is left out or used later if it will be good the following day. At 11 a. m. the society deadline shows up, and copy must be in.

Then the editorial department concentrates on general local and Associated Press wire news, and by 1:30 p. m. all of this material is to be in the hands of the composing room. Special news bulletins are exceptions, and in rare cases the front page of the paper may be made over to give the latest news.

Now the monkey is on the back of the composing room, and by 2:30 p. m. the last page is scheduled to have been turned over to the stereotyping department. Here starts another race against time so that the press department may have the page casts on the press and ready to roll by 2:45 p. m. That gives the circulation department five minutes to make some bus connections, which, if missed, means that trips must be made in cars to deliver the papers to other towns.

By this time the paper is on its way to the reader, but the staff is hard at work meeting deadlines for the next day.

## HERALD EMPLOYEES

### HAVE A

# BUILT UP RU-BER-OID ROOF

### Over Their Heads

—that will last a long time. It was installed by Lydick Roofing Co. of Abilene that also did the metal work on The Herald's new home.

To all officials and employees of the Big Spring Herald for their forward step in behalf of their city and territory we say...

### Congratulations On Your New Building



## Lydick Roofing Co.

Roofing And Metal Contractors Since 1891  
329 Plum Street Abilene, Texas

## Every Good Wish

to a grand news and advertising medium on the occasion of its "Open House" party tonight.

We wish for The Herald everything that is good in the years to come... and compliment the entire personnel on a grand job well done—every day!

We'll meet you at "Open House" ... Mead's fine Cakes will be there ...

## MEAD'S fine BREAD

# CONGRATULATIONS

## BIG SPRING HERALD

On Your Beautiful

# NEW HOME

On the occasion of the completion of your improvement program, we join all Big Spring in complimenting the Herald on its new home.

Your continued growth is our sincere wish.

## Texas Coca Cola Bottling Co.



### "Heartly Congratulations" To The Big Spring Herald And It's Fine Folks"

Reddy Kilowatt and the other Texas Electric Service employes extend their heartiest congratulations to the Big Spring Herald folks. We feel that in its enlarged and completely electrified plant, this fine daily newspaper will become an even greater influence in the development of Big Spring.

The Big Spring Herald, a daily newspaper, and the Texas Electric Service Company, an electric utility, have one important aim in common. Both are vitally interested in the growth of Big Spring. Both can grow only as the city grows and develops.

Hence, it is the continual policy of both these Big Spring institutions to aid in every practical way the development of our city; the newspaper by bringing about a common understanding of civic needs through the printed word, and the electric service company by providing ample and dependable electric power and light service for Big Spring homes, stores and industries.

## TEXAS ELECTRIC SERVICE COMPANY

C. E. BLOMFIELD

### Teletype One Of Finest Machines In News Plant

Among the most delicate of machines used in the production of a newspaper are the teletype machines over which come Associated Press news.

The Herald has two of these machines, which are combinations between typewriters and telegraph machines.

In Dallas, headquarters for the Texas Associated Press bureau, an operator sits before a machine and writes on a keyboard very similar to that of a typewriter.

In the Herald's Big Spring office, a similar machine types off the same matter at the rate of 60 words per minute, unaided by human hands.

If need be, a Herald employe may send messages back to Dallas. Anyone who can operate a typewriter can peck out messages over the teletype circuit, although an expert is required to operate one accurately and with speed.

These machines must be constantly maintained in perfect condition. More or less as a hobby, Marvin K. House, Herald business manager, and a former telegraph operator, keeps the Herald's machines cleaned and repaired.



**CIRCULATION MANAGER** for The Herald is T. J. Dunlap. He started out as a carrier boy in Abilene, delivering papers on a route. There were several interludes, after which he went back to paper delivery and eventually became attached to the city circulation system, learning tricks of the trade. In June 1940 he came to The Herald, reorganized the distribution system in the city and extended it to other cities. (Kelsey Photo.)

### 'Morgue' Is Filing Place For Pictures

A system of files of pictures and clippings is kept by the Herald editorial department that is known as the "morgue." In the morgue are the engravings or mats of all pictures published in the paper.

By saving all the cuts for the morgue, a newspaper may illustrate what is called "spot" news without waiting for pictures to be made. In this way a story that happens in the morning may appear in the afternoon with the picture accompanying it.

The cuts are filed away in a woman's morgue and men's morgue to facilitate finding. A one column picture is designed in the file as for example "10," but a two-column picture of the same subject would be numbered as "10-A."

Mats are also kept of national figures and filed alphabetically in envelopes. Then if a king or president or a prime minister is the prominent figure in a news story, the Herald can have the illustration beside the story.

Such a system of keeping mats and cuts on file is used on every modern newspaper, and is a necessity to make the paper interesting with pictures of people and happenings, both local and national.



**BUSINESS MANAGER** M. E. House has been with the Herald since March 1931. Born at Ennis, he learned telegraphy with a packing company in Fort Worth in 1905, became chief operator for the Fort Worth & Denver RR, later was state agent for a produce commission unit, represented a packing company out of San Angelo, organized a builders supply company in 1928 at Abilene, operated an AP wire briefly, and came here from Corpus Christi. (Kelsey Photo.)

# Tom Jordan First Built Herald

## First Publisher Led Many Battles

Any story of The Herald without mention of its founder—Tom Jordan—would be about as complete as a prayer minus an amen.

His folks had him cut out for a mercantile career, but he smelted printers ink and forsook any loans other than becoming a newspaper man.

Tom Jordan had worked at Weatherford and Stephenville before deciding to venture into the Big Spring newspaper graveyard. Four papers had made stabs at the Big Spring field previously, only to eventually succumb to insurmountable financial difficulties.

With Will Hayden as a sort of silent partner at first, Jordan acquired part of the old school building for \$300 and scraped up around \$1,500 in other equipment including a Frosby grasshopper press, a job press and a few trays of type.

This was his start, but it was all he needed. First he wanted advertisers from the front page, then gradually built up his paper. A year and a half later Hayden dropped his association with J. & W. Fisher Co., and devoted his full time to The Herald with Jordan.

Disappointments bobbed up. Just when The Herald championed agricultural causes, severe droughts set in. But Tom Jordan didn't let up, and when he felt need of assistance, he engaged an assistant, declaring that "I've lied about this country long enough."

Although he editorialized consistently on matters of community import, Jordan was none the less effective on political matters. Always a democrat, his editorial policies left none in doubt as to where he stood on any issue. And that went for the delicate Ku Klux Klan matter, about which Tom Jordan spoke bluntly in the face of near fanaticism.

In 1928, Tom Jordan purchased Hayden's interests but engaged him as editor. About that time oil was discovered in the county, and a boom began to take hold. Spot-



**LITTLE MERCHANTS** deliver the Herald to subscribers in the city of Big Spring. Buying at wholesale and selling at retail, these lads handle their business just like the grocer or dry goods merchant or any other retailer. Standing at extreme left is Raymond Underwood; in the row standing at the rear, left to right, are Billy Ray Vaughn, Donnie Alexander, R. L. Alexander, El McComb, Jack Kimble. Seated, left to right, are Billy Carr, Junior Madison, Leo Rusk, Wesley Beacham, Elwood Carlie, Del McComb, Clarence Yancey, Billy Yater, Dick Clifton and Richard Goodson. (Kelsey Photo.)

ted suggestions of a daily paper to replace the weekly Herald grew into a chorus.

Tom Jordan was reluctant to make the change, for he knew the pace at which such must be operated. When Midland and Sweetwater papers made the change, he gave in, on June 3, 1928, The Herald became a daily paper.

By March of the following year Jordan had found a buyer who he thought would continue to give Big Spring a good paper, and he laid aside his editorial pen.

Now and then, when he is sufficiently aroused over a situation, Tom Jordan can still sit down and write a letter to the editor—one just as plain-spoken and to the point as those upon which he built the paper.

A few times he has toyed with the idea of again entering the newspaper field somewhere in West Texas, but somehow he managed to stay retired from the field. But retired or active, Tom Jordan is first, last and always a newspaper man.

### Students Plan To Form Collegiate Hiking Group

SPENCER, Ind.—Approximately 300 students from 100 midwestern universities and colleges will meet next May to form a collegiate hiking organization and to obtain recognition of hiking as a regular student activity.

Virgil M. Simmons, commissioner of the Indiana Department of Conservation, announced the meeting which will be held at McCormick's Creek State Park.

The proposed conference is an outgrowth of the Midwest Hiking conference held last fall under the joint sponsorship of the Indiana Department of Conservation and the National Park Service, where students from six states participated.

The demand for spider webs as hair-lines in gun sights has stimulated development of several spider "ranches" in England.

# WELCOME

## Big Spring Herald

..To Our Neighborhood from the Bakers of Sally Ann Bread

The Consistently Improved



Fresh Loaf

Always Good

Ask your grocer for Sally Ann Bread and Pastries.

IT IS GOOD

## Darby Bakery

510 Main

Phone 347

### Society Page Covers Wide Field Of News

The society page in the modern day newspaper has come to mean more than just reports of parties. It now contains all the news about women: what they are doing, where they are going, their accomplishments in various fields.

Weddings and showers for brides of course, still take top news ranking for the society page.

The Herald society page includes not only the news of women in Big Spring, but in Coahoma, Colorado City, Lamesa, Foran, Stanton and outlying towns too.

For each club, church organization, there is some woman elected or appointed who is designated as reporter. She attends the meetings and then calls The Herald either after the club meeting or early the next morning.

The society reporter takes down the notes and writes newspaper stories from the information given. These stories in turn are given headlines according to their timeliness and importance.

The society notes are labeled "see" and sent back to the composing room.

In reality, the society reporter merely serves as a clearing house of information from all parts of the county, writes it in standard form, and presents it in the most attractive display possible for the readers.

Without the help of the reporters of the clubs, churches and other organizations, the society reporter would be unable to know and handle the amount of material necessary for a day's output of news.

There are other women, who because they know the difficulties of gathering all the news, help by contributing bits of news and calling in items of interest to the readers.

It's a piecemeal job to put the page together and it's as good as the helpful readers make it.

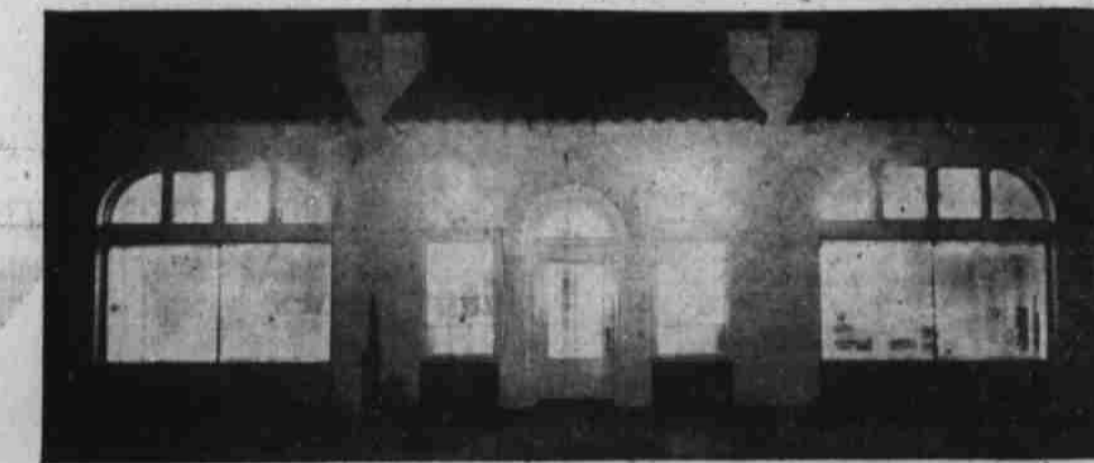
**Prop Car In Film Tagged**  
SALIN, Calif. — Hollywood's troubles never seem to end. Director Ted Reed was driving an old automobile through the city to a picture location where it was to be used in a pre-war film, when Traffic Officer Oscar McCullough issued a ticket against him. The charges were driving an uninspected car, driving a car that constituted a menace and for impeding and threatening the traffic flow.

### Newspapers Hear Many 'Pop' Questions

Newspapers, more than any other institutions, are targets for pop questions and information.

Not always is the newspaper able to answer, but what information is not stored in memories of staff members may be found in files, in reference books, informational publications, congressional directories, and other literature. If the question is important enough and the paper is stumped, it may fall back on its AP wire connections for an answer.

The United States' 1941-42 budget fills a 1,071-page book weighing four and one-half pounds.



## Looking Forward Toward BROADER HORIZONS

36 years ago the founders of The Big Spring Herald, visioning bright prospects for an infant community in a wilderness, established a small weekly newspaper . . . With time their dreams of an empire in West Texas became real . . . and their dreams live on in the hearts of new pioneers—even as today!

With the completion of The Herald's new home, more than ever before modern pioneers are still looking forward toward a broader horizon!

Cosden Petroleum Corporation is happy to be among those extending best wishes to The Herald, and congratulates all who make it for their faith and confidence in this area.

Like this newspaper, Cosden is a West Texas institution, too—producing the finest quality gasolines and motor oils for West Texans. Regularly employing 344 people, Cosden has an annual payroll of \$600,000.00! Every year some 4,500,000 barrels of West Texas crude oil are refined in our modern plant in Big Spring . . . and, although we're not the largest refinery, we sincerely believe we're one of the best . . . Too, we believe this refinery makes the finest quality products that your money can buy.

# Cosden Petroleum Corp.

## Best Wishes

TO THE

## Big Spring Herald

See the New, Modern Herald Office During The Formal Opening Friday Night

## TROY GIFFORD TIRE SERVICE



214 W. 3rd

Phone 563



PRINTED PAGES which go to make up your Daily Herald come rolling off this Duplex tubular press at the rate of nearly six per second, about 231 every minute. Cylinders of type and galleys alternate contact ink rollers and paper spinning off heavy rolls. At the front, left, the sheets come to a focal point, are creased, cut and folded automatically before flipping out on a conveyor like a slowly thumbed book. The press is a new piece of equipment for the Herald and will permit faster and better printing. (Kelsey Photo).

### Sports Writer Has 3 Major News Channels

A newspaper's sports department is based on a series of up and down-up because most people are interested in some phase of athletic activity, and down because the reporter of these events can not avoid calling his shots wrong a certain percentage of the time, thereby drawing down on his head the ire of more ardent sports fans.

Sports articles for The Herald that are gathered from the local angle get into print by three major channels: First, the sports reporter attends the event in person and writes his story from what he sees on the field and what he obtains from the attitude of the spectators; second, an account of the event is received from somebody who can give a responsible survey in case the reporter is unable to get a first-hand picture of the contest; third, correspondents mail stories for so much per inch.

The Herald is situated in an area that has a particular leaning toward football and scattered interest in basketball. Baseball has been a major drawing card in years past in Big Spring and this summer should tell if that interest can be regained by the paying customers.

Golf, tennis, and bowling are in for a share of interest but mainly from the participants' angle. These sports comprise the list of sources for The Herald's sports copy, with due considerations for reader interest.

One means of getting coverage of a sports event from a responsible person can best be explained by taking an actual case. Early in the fall, 1940, Big Spring high school's football team went to El Paso to meet Austin High in a non-conference game. Since it was impossible for The Herald reporter to make the trip, he asked one of the El Paso sports writers to wire him an account of the game, thus obtaining a first-hand write-up.

Sports news from throughout the nation comes pouring into The Herald office each morning by way of the teletype. Raising its decision on the locality and the season, the sports department picks stuff out of this wire copy for that day's paper.

Sports feature material is often



PRESSMAN for The Herald is Ray McMahan, who worked up from a pressman's helper as a lad of nine. Born in San Angelo, he was just that old when he went to work for J. G. "Pat" Murphy, founder of the Morning Times. When a Goss rotary press was installed on the paper, he rolled the first one off. The press went to Corpus Christi and later to Big Spring, so he followed it here in July 1930. Now he has a new Duplex to operate in The Herald's new home. (Kelsey Photo.)

### Stereotyping Is Vital In Printing

English speaking people are indebted to newspaper composing rooms for a common word—stereotyped.

Stereotyping is an important cog in the production of a modern newspaper. It is the process by which type and engravings are transformed into a solid tube for printing purposes. It is unchangeable except by complete remaking. Hence, a thing is stereotyped when it is always the same.

After all type, advertisements and pictures have been locked into steel frame or page form, it is turned over to the stereotyping department. The form is covered with a pliable cardboard-like material—actually it is made up of many lay-

ers of pressed paper. When subjected to 1,000 pounds pressure per square inch, this makes a perfect impression of the page, type and pictures.

This impression is then known as a matrix, or mat. It is placed in a page scorer and dried, then reinforced where necessary. Heated again, it is placed in a cylindrical casting box, where molten metal is pumped from a pot containing around 2,000 pounds between 550 and 600 degrees in temperature.

Here, the hydraulic principle of liquid rushing into the lowest places comes into play. Soon the metal is solidified, and is a perfect reproduction of the page contents in a cylindrical form. This is actually the stereotyped form.

These cylinders are then trimmed, beveled on the end, bored from the inside, defects routed and chiseled, and then placed on the press. Special machinery is required for all these operations, including a high speed drill or router.

When mats on pictures and other material is received by the Herald, they are first placed in a flat casket, which works like the page unit except that the product is flat. This is sawed and placed in page forms according to editorial or advertising plan.

Frequently, the Herald makes mats off its engravings simply by covering them with mat paper and sending both cut and paper under the roller. Thus, casts may be made anywhere off the mats while the original engraving stays in the file.

### Publishing Of Newspaper Takes Greatest Speed

How long does it take to publish a newspaper?

Herald employees are often asked this question by friends. The answer: "It takes a long, hard day of work."

A full day is required to gather news for, edit, set in type, make-up, stereotype and print a newspaper.

However, the latest news is not a full day behind. The front page is edited and printed in the last two hours preceding its distribution. Inside pages, of course, are completed earlier.

In case of an unexpected news break of major importance, the Herald can get an extra on the streets in an hour, by picking up inside pages from the last regular edition.

From the time the last news item comes in until it gets on the street in a regular edition is often as little as 20 minutes, in case the news breaks by chance that shortly before deadline.

These are examples of the speed in which a newspaper can go through its many processes of production.



STEROTYPING for the Herald is handled by J. L. Miller, who broke in with the paper and has been with it since. Born in Clarendon, he came to Big Spring in 1927, started out in the stereotyping department in May 1936 and as pressman's helper. He still aids in the press work as well as handling stereotyping duties. (Kelsey Photo.)



UTILITY MAN, if there be such a title around a newspaper, goes to J. W. Hull of The Herald staff. A native of Rising Star, he moved to Big Spring in 1928 and got his start with the paper as a carrier boy in 1934. Two years later he was working part time in the stereotyping department, and later he worked into the mailing room. Still carrying on in both those departments, he became classified ad collector, yet he finds time to keep the composing room straightened up. (Kelsey Photo.)

### CONGRATULATIONS

Big Spring Herald  
And Personnel

### ON YOUR NEW BUILDING

We, too, have faith in Big Spring and feel that material investments plus loyalty and co-operation amongst its citizenship will build this community and make both investment and enjoyment pay greater dividends.

### Westex Oil Co.

Distributor Of Shell Products

### Type Metal Serves Job Many Times

What do you do with all this metal?

That is one of the most frequent questions asked by a visitor to a newspaper plant, as he views the immense amount of type metal used in production of the paper. Metal is used for casting of linotype slugs, stereotype plates and other uses. The Herald has little less than three tons of metal in use.

Fortunately, the newspaper is able to use this metal over and over again indefinitely. When a casting has served its purpose, it is thrown into a huge melting pot, known as a "hell-box," and melted down. From this pot it is ladled into molds, cast into pigs, and stacked away for future use.

Often carelessly referred to inside as well as outside of print shops as "lead," the metal actually is an alloy of lead, tin, zinc and antimony. It must be analyzed constantly and "built" to hold its strength.



# INSPECT

the New Modern

# HERALD BUILDING



Big Spring Herald—900 Main

We are proud to have furnished the building materials for the new Herald plant. The Herald now enjoys the distinction of having one of the most modern up-to-date newspaper plants in West Texas. See this office for yourself... Inspect the workmanship and building materials.

# BIG SPRING LUMBER CO.

1200 Gregg

E. C. Josey, Mgr.

Phone 1355

Best Wishes To

## THE HERALD

on the occasion of the completion and formal opening of its new Main street home...

We point with pride to our part in the finishing of this modern newspaper plant, which included complete installation of a Fluorescent system in both the front office and composing room.

## TAYLOR ELECTRIC CO.

110 East Second

Phone 408

### New Building Well Suited For Purpose

It is relatively easy to design a building suited for a given purpose, but to find a structure suited for one purpose that can readily be converted to another use is more difficult.

This was done, however, in the case of the Herald's new plant.

The Herald was fortunate in finding a structure that could be perfectly adapted to the publication of a newspaper with a minimum of change.

The new Herald building supplies nearly double the floor space that was held in the old structure. Already separated by a major partition was a room of appropriate size for the press space on the lot remains for some expansion.

A large amount of glass frontage was found in the new building, supplying light, yet it was not in the form of show windows to cause additional remodeling costs.

A newspaper plant is a factory, and publication of a newspaper is largely a manufacturing problem. The building chosen by the Herald for its new plant was unusually well adapted for a factory, with good light and ventilation, freedom from distracting noises, and convenience of arrangement.

#### Pastor, 68, Wedded 50 Years

PORT WORTH.—Rev. H. B. Hensley, whose record supports his words, advocates early marriage. The 68-year-old Baptist pastor celebrated his 50th wedding anniversary by preaching a sermon on the subject of "Love and Marriage." His gray-haired wife, also 68, nodded her approval of the Rev. Hensley's remarks.



COMPOSING ROOM FOREMAN of the Herald is Roy Reagan, a native of Waco who started on the old Times-Herald there back in 1924. He learned linotype operation as well as printing to become a composition man. In 1927 he went to San Angelo, from whence he came here in 1928 as a member of the composing room staff. Two years later he was made foreman of the department. (Kelsey Photo)



LINOTYPIST M. L. (Dick) Simmons is approaching a score of years in his field of work. He was attending a linotyping school in New Orleans when a job offer turned up in 1923. He has been at it since, with exception of one short haul of bookkeeping, in printing shops in Louisiana, Texas, Kansas, Missouri, Illinois and Indiana. He has been with the Herald since September 1935. (Kelsey Photo.)



MACHINIST and Linotypist W. W. Pendleton has been at his trade for more than 22 years now, having started out in 1918. Born in Collin county, he took a course in operating a machine and has worked at Farmerville, Kaufman and in Big Spring since April 1928. Pendleton ranks as the Herald employee with longest record of service. In addition to typesetting, he must keep the complicated machines working. (Kelsey Photo.)



LINOTYPIST E. W. Hall fooled with the Arkansas A. & M. school paper at Jonesboro, Ark. just long enough to become a printers devil. Gradually, he picked up the art of operating a linotype machine the hard way. His trade has taken him to jobs in 11 states—Arkansas, Tennessee his native state, Missouri, Kansas, New Mexico, California, Texas, Illinois, Louisiana, and Mississippi. He came here in February 1940. (Kelsey Photo.)



COMPOSITOR Granville Glenn is exactly as old as the Big Spring Herald, and has been with the daily edition of the paper almost since its inception. Born Oct. 7, 1904, the day the first Herald rolled off the press, he took up printing after the bug bit him while working on a Haskell school paper. He returned here in December 1929 as a printer and composed advertisements and works on make-up for the Herald.



PRINTER Henry D. (Buck) Tyree followed his father's profession by a devious route. Born in Lufkin, he moved here with his parents in 1928, attended Big Spring schools, went to work in The Herald mailing room, later assisted in stereotyping and little more than four years ago became a "printer's devil" or apprentice. Soon he will become a full-fledged printer the same as was his father. (Kelsey Photo.)

### New Telephone System Provides Best Of Service

The new Herald office features a new system of telephone service that is designed to give the maximum in efficiency and time saving.

There are three trunk lines, 728, 729, 730. If the first number is busy, the operator tries the other two lines in their order. This way three phones may be used at the same time without confusing calls.

With aid of a buzzer system, intra-office communications can be held. When the call is for the circulation department, one buzzer summons that department to the phone. Another buzzer is for the publisher's office.

In addition, if a call is for someone busy on another line, the key can be pushed down to "hold" and the receiver replaced on the hook. When the call is answered, the key is returned to original position.

This system provides for more speed since the one answering the call does not have to hold the receiver while waiting for the call to be answered.

The new arrangement of phone calls also has the advantage of pilot lights. When a phone is in use, a green light designates which trunk line is busy. When the phone rings, a yellow light shows which line the call is on. The advantage of the lights is to prevent others from picking up the receiver and getting on a busy line.

All arrangements of the phone system have been made to reduce errors in calls and to facilitate the service.

### Temperature Has Automatic Control

Room temperature for The Herald is handled automatically.

A special heater, equipped with blowers, forces warm air over the building during winter months. Temperature is regulated from a wall thermostat, which also has a gadget which will maintain a given heat for a certain period of hours, then drop to a fixed minimum and return to the standard figure at a prescribed hour before working time next day.

The heating unit is interchangeable with an air-conditioning system for summer use.

## Composing Room Handles Main 'Factory' Processes Of Paper

Getting the story, important as it is, doesn't make a newspaper.

For all the public cares, a newspaper is what they read; and it takes printing and all its ramifications to make that possible.

Backbone of the Herald's composing room, where printing is

done, is the linotype machine. An ingenious piece of equipment, the linotype is operated from a keyboard broadly on the same principle as that of a typewriter. As a key is pressed, it releases a metal matrix which shoots to an assembly line. When the line is filled

with matrices, it is carried automatically to the casting box. Wedge-like spaces base slide up to even lines.

Here molten metal is pumped against the matrices, which have letters in bas relief, causing a slug with type faces to be produced. This cools rapidly and out slides a line of type while space bars are pushed back to their place and matrices are picked up, carried to a distributor bar and dropped back in the correct slot when their combination of notches matches one on magazine slot.

As advertising copy and headlines are turned back, they are either cast on the linotype or on the Ludlow. The latter machine has a variety of larger type which utilizes the linotype casting principle. Type mats are hand-set then cast.

All this time an Elrod machine is grinding away, pumping molten metal through moulds to produce strips of column rule, slugs (plain strips of metal) and border rules, and leads (thin metal strips for tightening type in form).

In the meantime, cuts (pictures) have been cast from paper matrices as have advertising illustrations.

Advertisements have been assembled according to size and design. Then the printers start what is known as make-up. This consists of placing type, advertisements and pictures according to a "dummy" or sketched plan in a "gal form." After this is done, they insert leads to make each column absolutely secure, then the page is ready for the stereotyping and press departments—and the people.



A PAPER IS A-BORING here in the composing room of the Herald. Here shape up a series of vital steps in the process which sees advertising and editorial copy transformed into cold type, locked into form and rolled for stereotyping. At left are forms and trucks with printers busy putting a paper together. In the center is the mat roller where the stereotyping process may be seen and at extreme right are the all-important linotype machines, which turn out type for the Herald. (Kelsey Photo.)

### One-Armed Paperhanger Not So Busy After All

PASADENA, Calif.—A one-armed paperhanger has been found here—and lo, he is hardly busy, at all. Explained Paul Cardinal, who

can paper a ceiling one-handed in a twinkling:

"I start in the corner, get the first two inches straight, and then give it a swish with the brush. The rest of the roll will be straight."

Texas has only one game warden for each three counties.

### BEST WISHES

—To—  
**THE HERALD**  
Observing "Open House" at their new home on Main Street this evening . . .

—Sponsored By—  
**GREEN SIGN SERVICE**



### FINAL SPECIAL

—On All—

### LEATHER AND WOOL JACKETS

One Lot Suede Jackets, Reg. \$10.95 Values **6.95**

One Lot Sweaters, Extra Special **2.95**

Buy Now — Sale Prices Last Only Short While Longer!

**Elmo Wasson**  
THE MEN'S STORE

### BEST WISHES

—To—  
**The Herald**

Observing Open House at their new home on Main Street this evening.

### Newsprint For Paper Colorful Part Of Story

A colorful chapter in the story of newspaper publishing may be written about the paper your news is printed on.

Newsprint, as it is called, is the most important product of the papermaking business, for the volume of newsprint far exceeds the volume of any other type of paper.

Until about a year ago, virtually all newsprint used in the United States came from Canada, with a small part being imported from the Scandinavian countries and only a small part being made in the United States.

Last winter, a new paper mill was opened at Lufkin, in the East Texas pine belt, and has been operating at capacity since that time. It is the first newsprint factory in the south, and the first of any consequence in the United States.

Newsprint plants in the past have been concentrated in Canada because of the large amount of suitable timber growing there to furnish material. Until recent perfection of a new process, the enormous supply of pine in East Texas was not usable because of its high resin content.

The newsprint on which this issue of the Daily Herald is printed was manufactured in Powell River, British Columbia, Canada. From the west coast of Canada, it was shipped by boat to a gulf port, then via rail to Big Spring.

In the near future, the Herald will start using some newsprint from the Lufkin mill, although continuing to take part of its supply from Canada.

Last year the Herald used 77 1-2 tons of newsprint—155,000 pounds. (This does not include that used for Sunday comic sections, which are printed elsewhere).

The paper comes in rolls, most of which are 34 inches wide, some 17 inches, and nearly four miles long. Each roll weighs about 700 pounds.

Delivered in Big Spring, newsprint costs about \$60 per ton, when bought on a yearly contract basis.

On the 77 1-2 tons of newsprint used by the Herald last year, 1,740 pounds of ink was used.

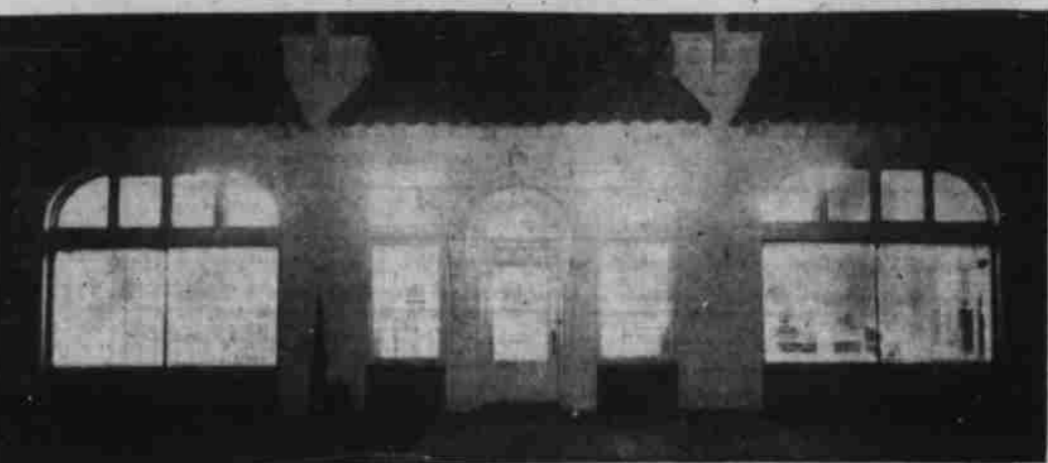
Duchess of Kent Listens In LONDON—Every night at 9 p. m. the Duchess of Kent listens to the BBC news to learn how the Greeks are getting on in the war with Italy. The Duchess is the former Princess Marina of Greece, daughter of Prince Nicholas.

## WELCOME, HERALD....

To Our Neighborhood

Accept our hearty congratulations on the occasion of the completion and formal opening of your new and modern plant.

## Malone & Hogan Clinic-Hospital



## Pictures For Newspaper Reproduction HAVE TO BE GOOD!

Portraits of individuals required by the modern newspaper have to be good to be made into "cuts" for clear newsprint reproduction . . . They can't afford to have any loss of detail . . . to have loss of materials.

All pictures of The Herald personnel . . . mechanical scenes . . . and building in this Open House edition were made by

## KELSEY STUDIO

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