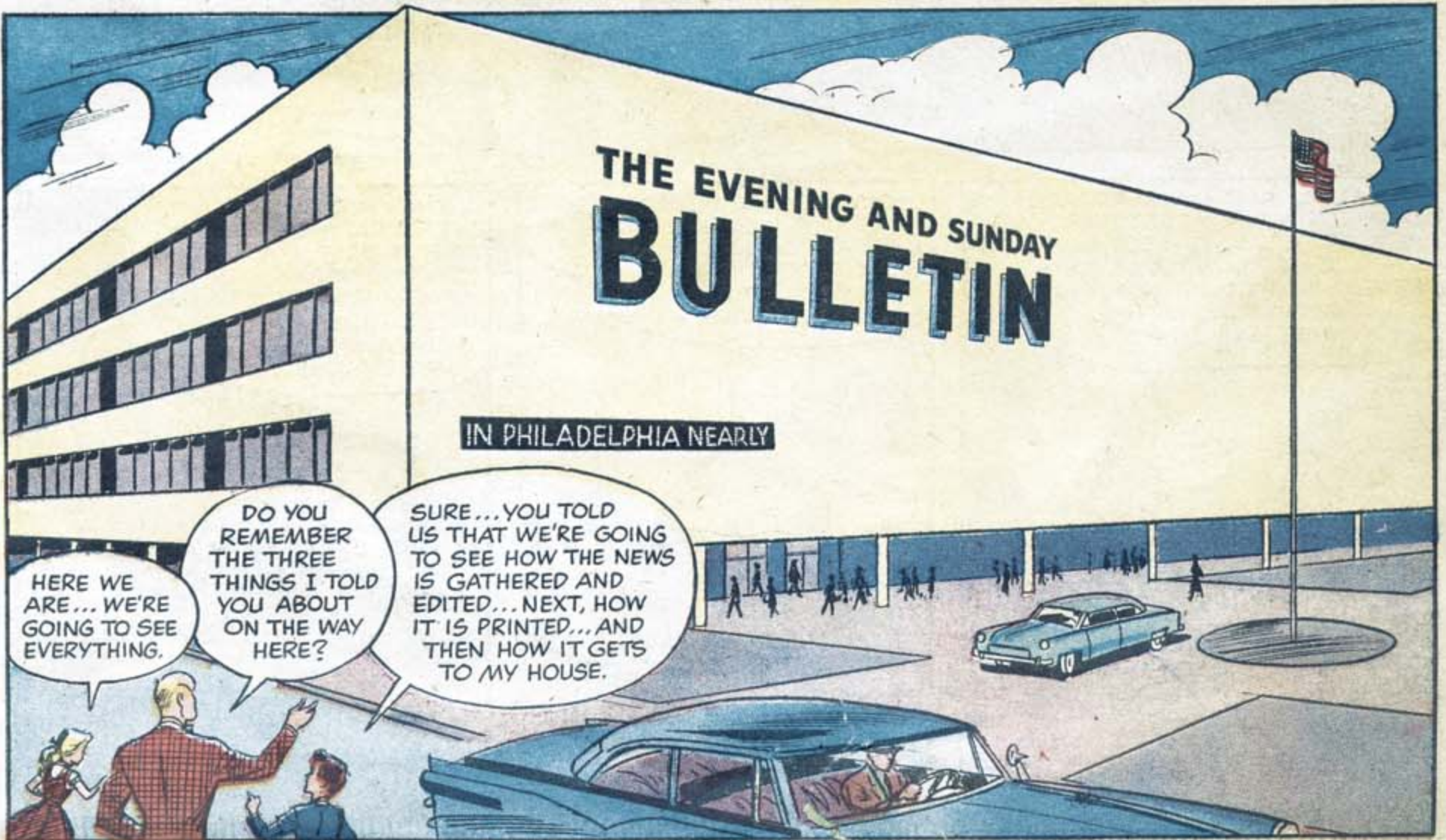
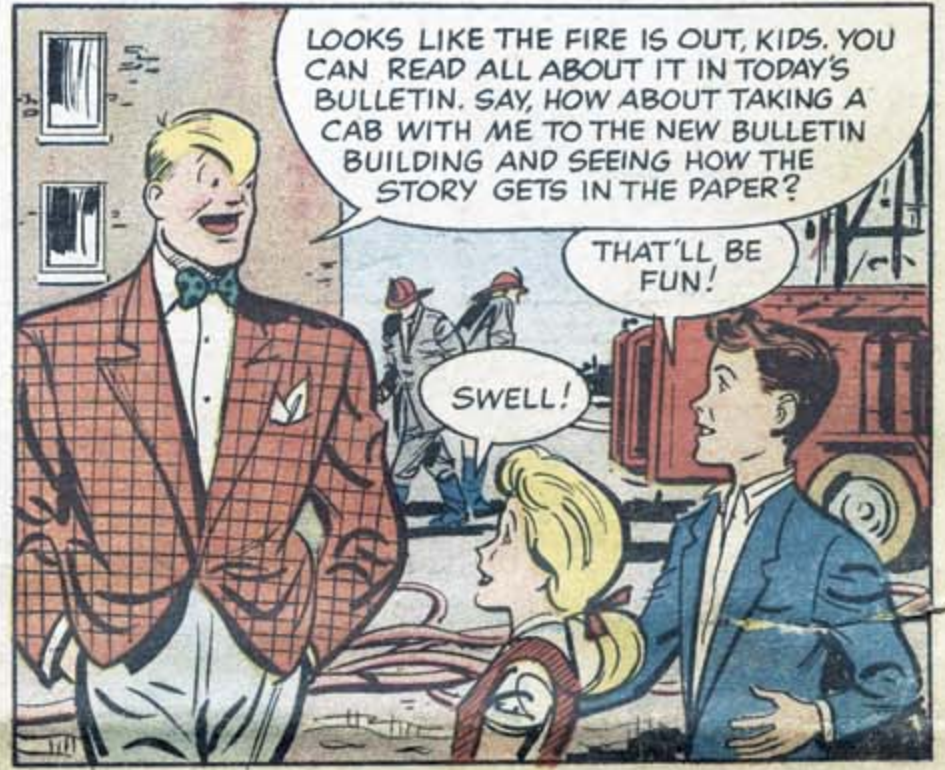
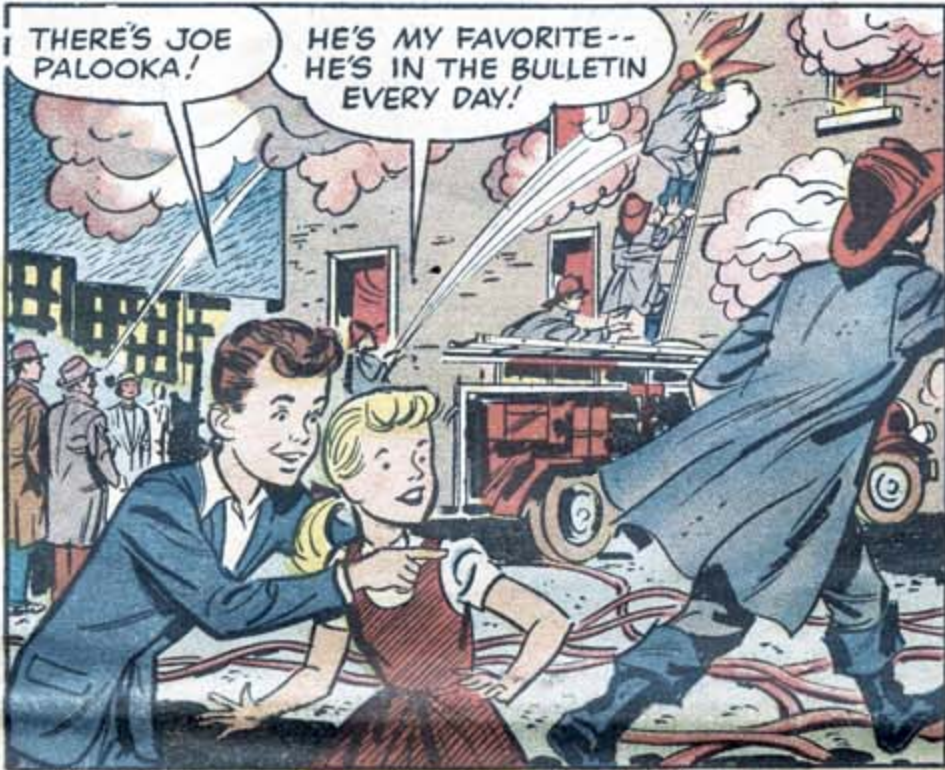


The Evening Bulletin
YOUR TRIP TO NEWSPAPERLAND
 The Sunday Bulletin
 Evening Bulletin
 The Sunday Bulletin
 The Sunday Bulletin
 The Evening Bulletin

A VISIT TO THE **NEW**
BULLETIN BUILDING



OUR NEW BUILDING IS THE 6TH HOME OF THE BULLETIN, WHICH STARTED PUBLISHING BACK IN 1847...THE BULLETIN IS GROWING WITH GREATER PHILADELPHIA... WE HAD TO MOVE BECAUSE WE NEEDED MORE ELBOW ROOM... JUST LIKE MANY FAMILIES MOVE TO BIGGER HOUSES WHEN THEY GET BIGGER. THIS IS A BIG IMPROVEMENT OVER OUR OLD BUILDING...



THIS IS THE FOURTH FLOOR, JANE, WHERE THE NEWS ROOM IS LOCATED...THE WRITERS AND EDITORS WORK HERE...



GOSH... WE'RE WATCHING THEM WRITE STORIES AND HEADLINES THAT'LL BE IN TODAY'S BULLETIN...



WHERE'S THAT FIRE STORY?



COMING UP NOW... COPY BOY!

HERE'S THE MANAGING EDITOR OF THE BULLETIN. LET'S ASK HIM SOME QUESTIONS ABOUT THE NEWS DEPARTMENT... I'LL BET HE CAN TELL US WHY MORE PEOPLE IN GREATER PHILADELPHIA READ THE BULLETIN THAN ANY OTHER NEWSPAPER...



ONE THING THAT MAKES PHILADELPHIA DIFFERENT FROM MOST OTHER CITIES IS THAT THERE'S MORE COMMUNITY INTEREST IN PHILADELPHIA. FOLKS HERE WANT TO KNOW ABOUT ALL THE IMPORTANT NEWS THAT'S HAPPENING EVERYWHERE.



... BUT THEY ARE MORE INTERESTED IN WHAT IS HAPPENING RIGHT HERE AT HOME... ESPECIALLY NEWS ABOUT THEIR OWN NEIGHBORS...THEIR OWN COMMUNITIES.



I KNOW WHAT YOU MEAN, SIR. I'D RATHER READ ABOUT THAT FIRE WE SAW IN GERMANTOWN A LITTLE WHILE AGO... THAT'S MORE INTERESTING TO ME THAN A BIG FIRE IN NEW YORK.



ME, TOO!

THERE'S NOT MUCH THAT HAPPENS IN AND AROUND PHILADELPHIA THAT DOESN'T GET IN THE BULLETIN. THAT'S BECAUSE THE BULLETIN HAS ONE OF THE LARGEST STAFFS COVERING LOCAL NEWS - OF ANY PAPER IN THE NATION.



GOSH!

SOMEDAY SOON, JIM, YOUR NAME WILL BE IN THE BULLETIN.



WILL IT?

WHEN?

WHEN YOU GRADUATE FROM HIGH SCHOOL... THE BULLETIN PRINTS THE NAMES OF ALL GRADUATES. BACK WHEN YOUR MOTHER AND DAD GRADUATED, THEIR NAMES WERE IN THE PAPER, TOO!



DO YOU KNOW HOW MANY PEOPLE LIVING AROUND HERE GET THEIR NAMES IN THE BULLETIN EACH YEAR... OR HOW MANY STORIES ABOUT FOLKS WHO LIVE IN AND AROUND PHILADELPHIA ARE IN THE BULLETIN EACH YEAR?



I DON'T KNOW.

TELL US, PLEASE, JOE.

ABOUT A QUARTER OF A MILLION LOCAL NAMES A YEAR... AND ABOUT FORTY THOUSAND LOCAL STORIES A YEAR, TOO.

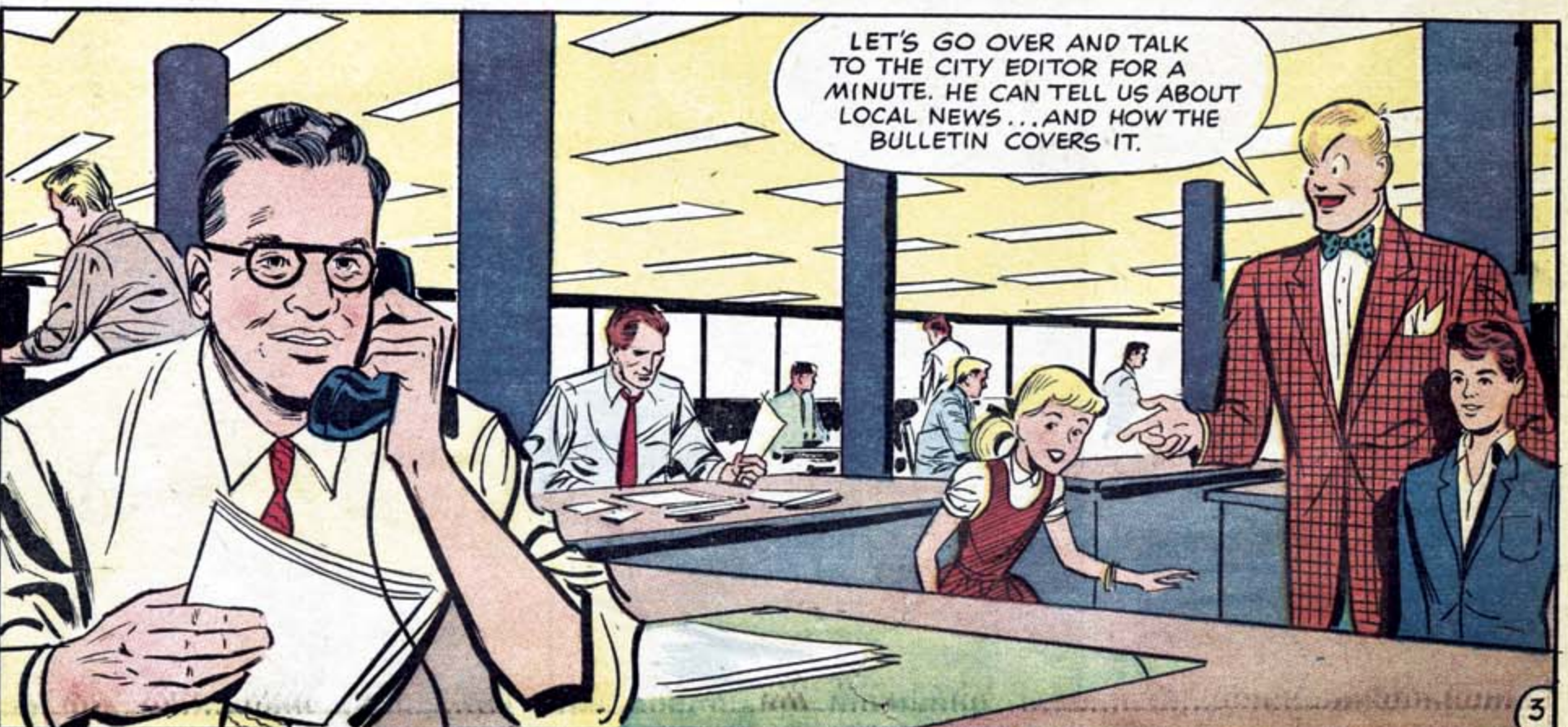


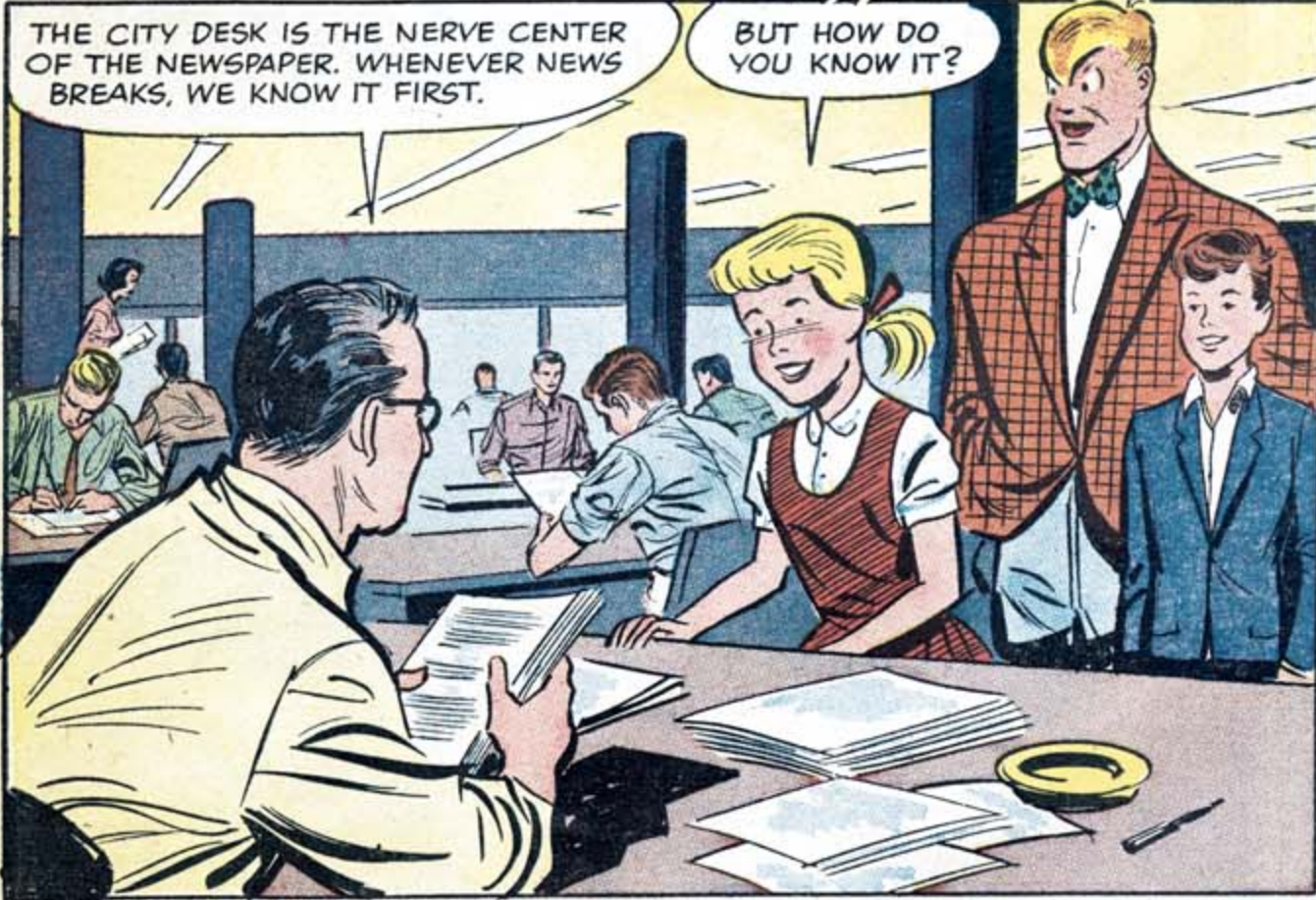
GOLLY... THAT'S A LOT OF NAMES.

AND A LOT OF STORIES TOO!



LET'S GO OVER AND TALK TO THE CITY EDITOR FOR A MINUTE. HE CAN TELL US ABOUT LOCAL NEWS... AND HOW THE BULLETIN COVERS IT.





THE CITY DESK IS THE NERVE CENTER OF THE NEWSPAPER. WHENEVER NEWS BREAKS, WE KNOW IT FIRST.

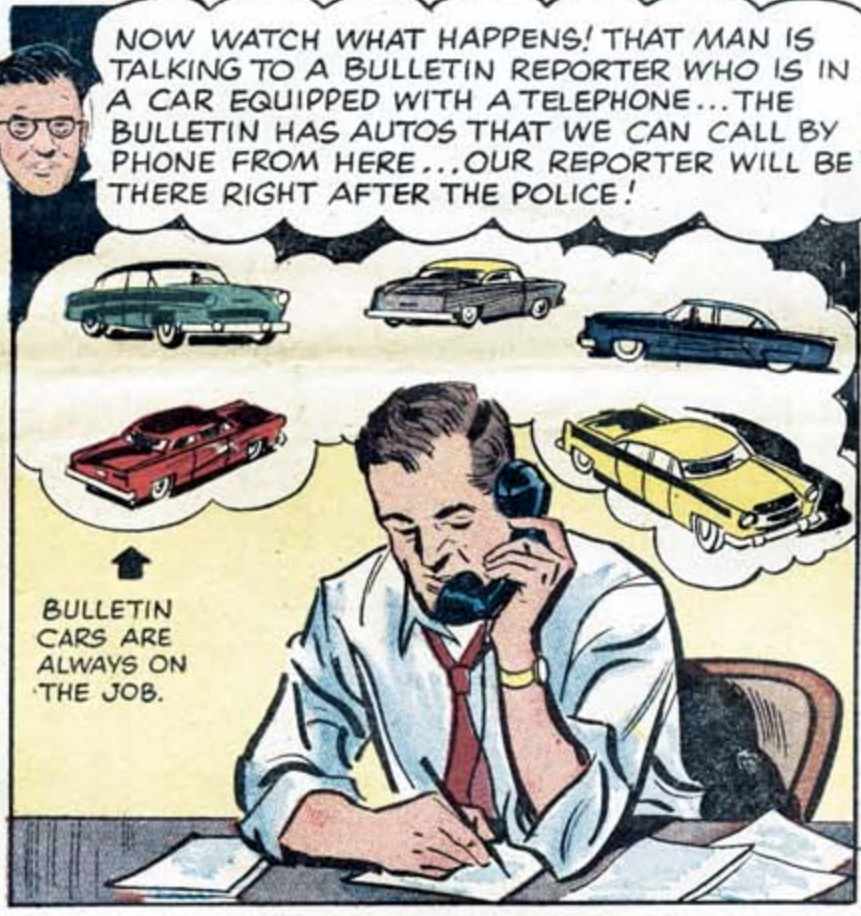
BUT HOW DO YOU KNOW IT?



ONE WAY OF KNOWING QUICKLY IS BY RADIO. WE HEAR ALL THE CALLS - BOTH POLICE AND FIRE - THAT COME FROM HEADQUARTERS IN CITY HALL. HERE'S ONE COMING IN NOW...



CARS 411 AND 412... REPORT OF HOLDUP AND SHOOTING AT SNYDER AND 37TH STREET... SUSPECT WEARING BROWN SLIT, GRAY HAT, RUNNING EAST ON SNYDER AVENUE, HE IS ARMED...



NOW WATCH WHAT HAPPENS! THAT MAN IS TALKING TO A BULLETIN REPORTER WHO IS IN A CAR EQUIPPED WITH A TELEPHONE... THE BULLETIN HAS AUTOS THAT WE CAN CALL BY PHONE FROM HERE... OUR REPORTER WILL BE THERE RIGHT AFTER THE POLICE!

BULLETIN CARS ARE ALWAYS ON THE JOB.



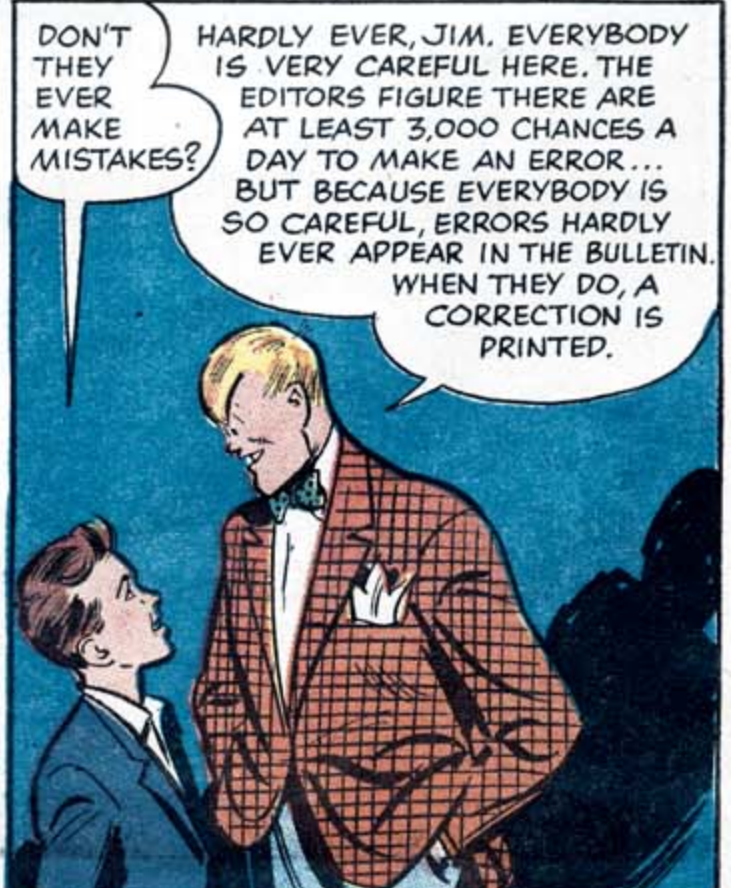
WILL HE WRITE THE STORY?



NO, JANE, WE HAVEN'T TIME. HE'LL PHONE HIS FACTS TO A REWRITE MAN WHO'LL WRITE THE STORY. THE REWRITE MAN WILL GIVE THE STORY TO THE CITY DESK IN 'SHORT TAKES' OFTEN ONLY A PARAGRAPH OR TWO ON A PAGE.



AND THE CITY DESK EDITS THE COPY, WRITES THE HEADLINES AND SENDS THE STORY TO THE COMPOSING ROOM.

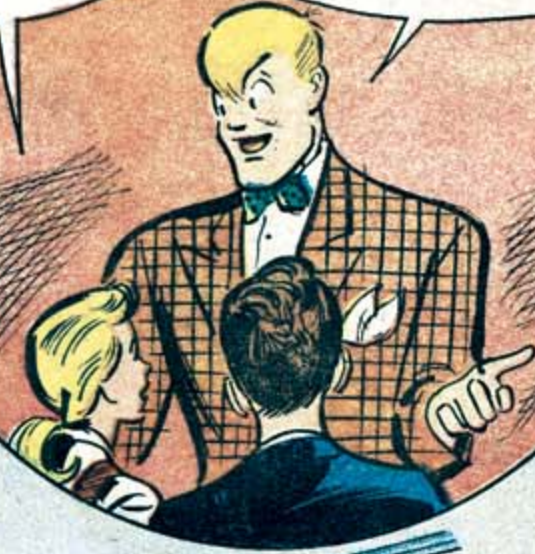


DON'T THEY EVER MAKE MISTAKES?

HARDLY EVER, JIM. EVERYBODY IS VERY CAREFUL HERE. THE EDITORS FIGURE THERE ARE AT LEAST 3,000 CHANCES A DAY TO MAKE AN ERROR... BUT BECAUSE EVERYBODY IS SO CAREFUL, ERRORS HARDLY EVER APPEAR IN THE BULLETIN. WHEN THEY DO, A CORRECTION IS PRINTED.

GOLLY, THE BULLETIN REALLY HAS A LOT OF PEOPLE COVERING THE NEWS. I NEVER THOUGHT THERE WERE SO MANY!

LOOK AROUND THIS ROOM. MANY OF THE PEOPLE HERE ARE SPECIALISTS IN REPORTING NEWS IN DIFFERENT FIELDS FOR BULLETIN READERS.



"WHEN THE STORY ABOUT THE SALK ANTI-POLIO VACCINE WAS ANNOUNCED, A BULLETIN SCIENCE REPORTER WAS THERE..."



"WHEN THE NEW WOMEN'S FASHIONS WERE SHOWN IN PARIS, A BULLETIN FASHION EDITOR WAS THERE..."



"WHEN THERE IS A BIG INDUSTRIAL DISPUTE, A BULLETIN NEWS REPORTER IS ON THE SCENE..."



"WHEN POLITICAL EVENTS MAKE NEWS, A BULLETIN POLITICAL REPORTER COVERS IT..."

"WHEN ADVANCES IN EDUCATION ARE MADE, A BULLETIN EDUCATION WRITER REPORTS THEM..."



"WHEN A BIG PRIZEFIGHT IS HELD, A BULLETIN BOXING EXPERT DESCRIBES IT..."

AND OVER HERE IS WHERE THE NEWS COMES IN FROM ALL OVER THE WORLD. THESE ARE THE TELETYPE MACHINES OF THE ASSOCIATED PRESS AND OTHER IMPORTANT NEWS SERVICES... NO MATTER WHAT HAPPENS, OR WHERE, THE BULLETIN KNOWS ABOUT IT A FEW MINUTES LATER.



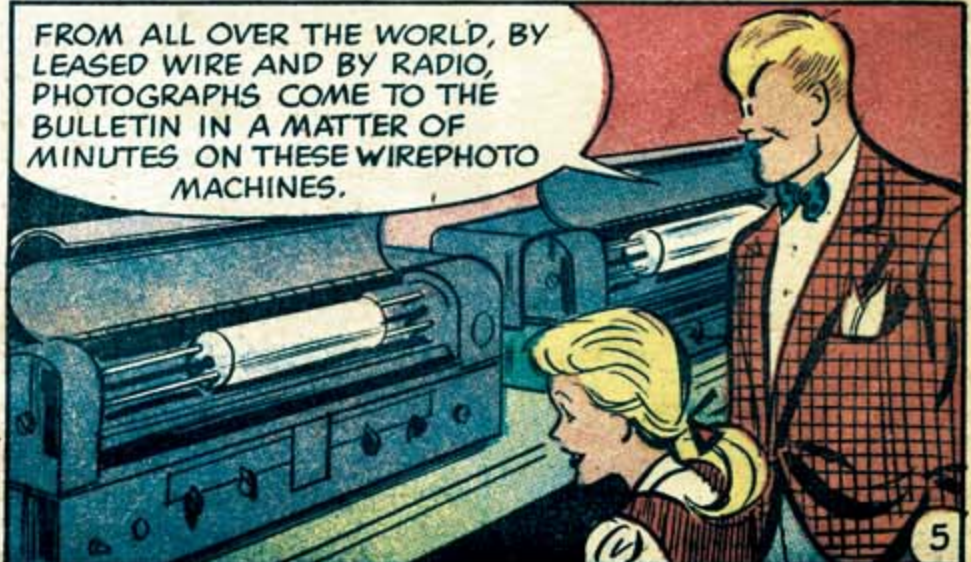
ABOUT 500,000 WORDS A DAY COME INTO THE BULLETIN ON THESE MACHINES, AND THE IMPORTANT STORIES ARE EDITED AND PUBLISHED IN THE BULLETIN!

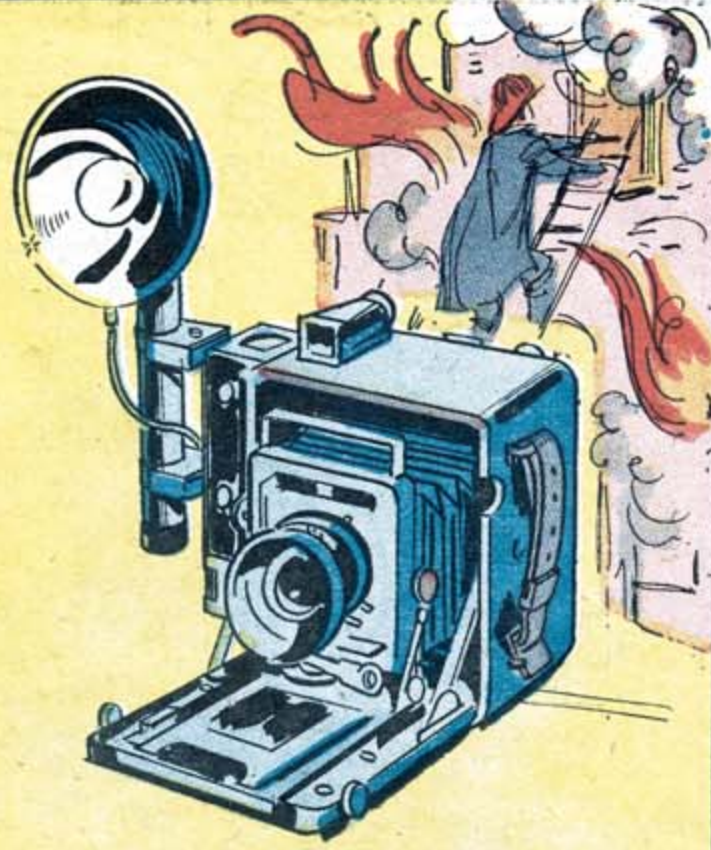


HERE'S SOMETHING NEW... A BULLETIN REPORTER ANY PLACE IN THE WORLD CAN PHONE HIS STORY TO THE BULLETIN... AND IT CAN BE RECORDED ON THESE MACHINES...

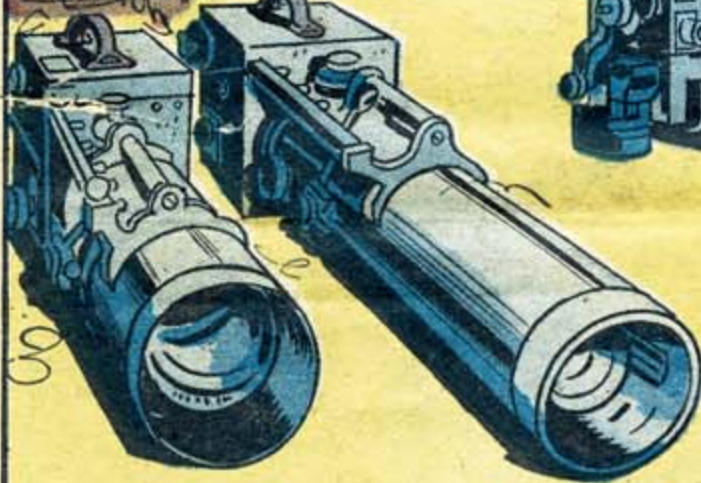


FROM ALL OVER THE WORLD, BY LEASED WIRE AND BY RADIO, PHOTOGRAPHS COME TO THE BULLETIN IN A MATTER OF MINUTES ON THESE WIREPHOTO MACHINES.

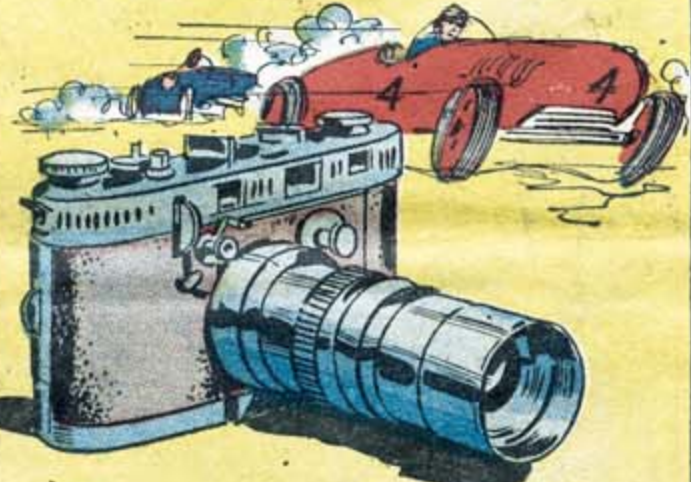




"THE SPEED GRAPHIC IS THE PHOTOGRAPHER'S CAMERA OF ALL WORK. IT CAN BE USED BOTH IN AND OUT OF DOORS, WITH AND WITHOUT FLASH ATTACHMENT."



"THE BULLETIN'S MACHINE GUN CAMERA TAKES PICTURES FASTER THAN YOU CAN WINK. IT CAN TAKE MORE THAN 10 PICTURES A SECOND."



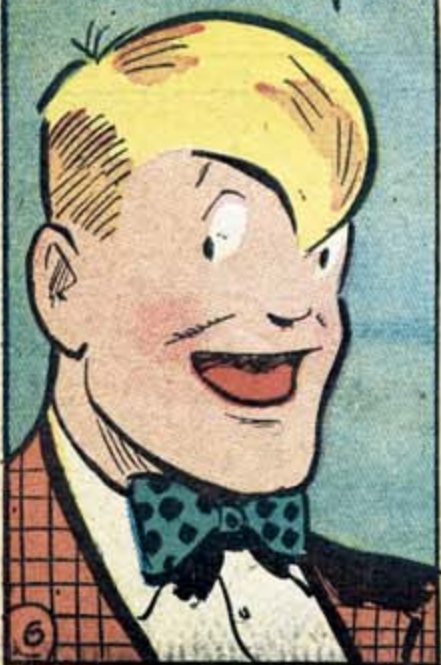
"THESE ARE TELESCOPIC GRAFLEX CAMERAS. THE LEFT ONE HAS A 20 INCH LENS, THE RIGHT ONE A 40 INCH LENS. THEY'RE USED TO PHOTOGRAPH SPORTS ACTION FROM THE PRESS BOX."



"THE SMALL SEQUENCE CAMERA IS SWELL FOR ACTION PICTURES, TAKEN AT NIGHT, UNDER ARTIFICIAL LIGHT. IT CAN TAKE FROM 10 TO 15 PICTURES IN SEQUENCE, AT ONE TIME."



LET'S GO SEE HOW SOME OF THE PICTURES WE SAW TAKEN AT THE FIRE GET INTO THE PAPER.



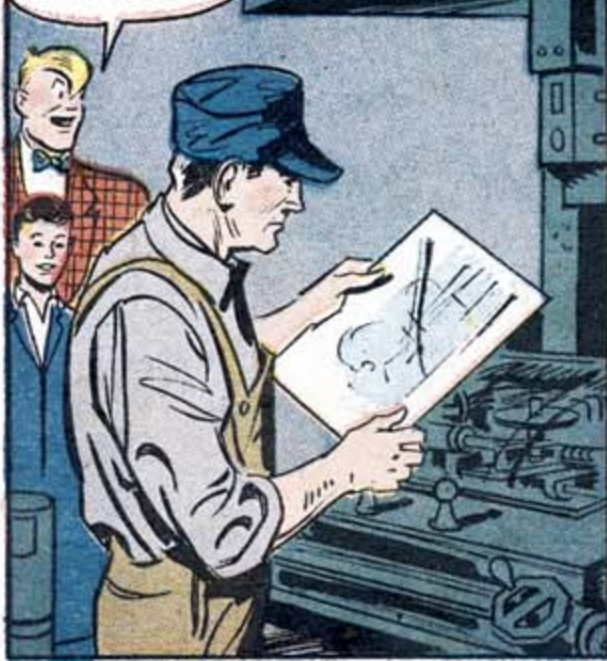
"PHOTOS ARE EDITED LIKE NEWS STORIES, TOO. THE NON-ESSENTIALS ARE CUT OUT AND WE CONCENTRATE ON THE DRAMATIC ACTION. THIS IS CALLED 'CROPPING'."



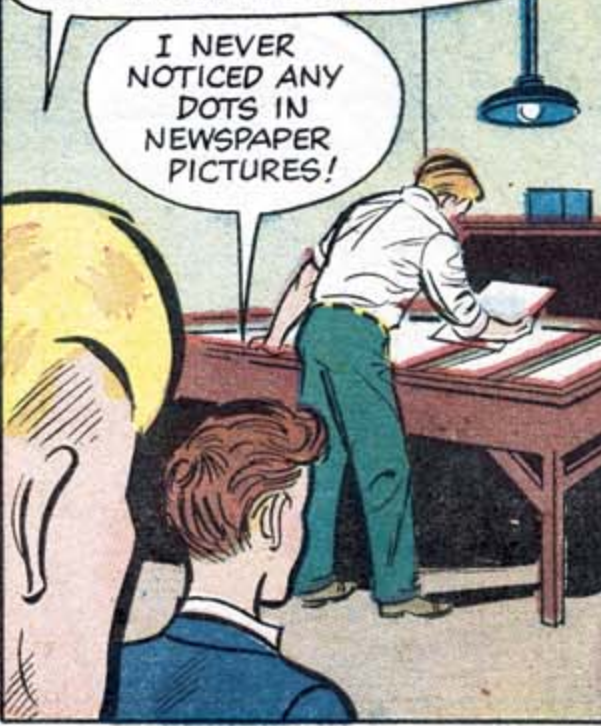
"THE 'CROPPED' PHOTO IS SENT TO THE ENGRAVING DEPARTMENT WHERE BIG CAMERAS REPHOTOGRAPH IT THROUGH GLASS PLATES WHICH HAVE THOUSANDS OF TINY CROSS LINES... THIS SCREEN-PLATE BREAKS THE PICTURE INTO THOUSANDS OF TINY DOTS PER SQUARE INCH."



THE NEGATIVE IS THEN PRINTED ON A PLATE OF ZINC OR MAGNESIUM WHICH HAS BEEN TREATED LIKE PHOTOGRAPHIC PAPER! THE TINY DOTS ARE REPRODUCED ON THE ZINC LIKE A SNAPSHOT.



THEN THE ZINC OR MAGNESIUM PLATE GETS A SERIES OF ACID BATHS THAT EAT THE METAL AWAY FROM AROUND THE DOTS - THIS IS VERY DELICATE WORK.

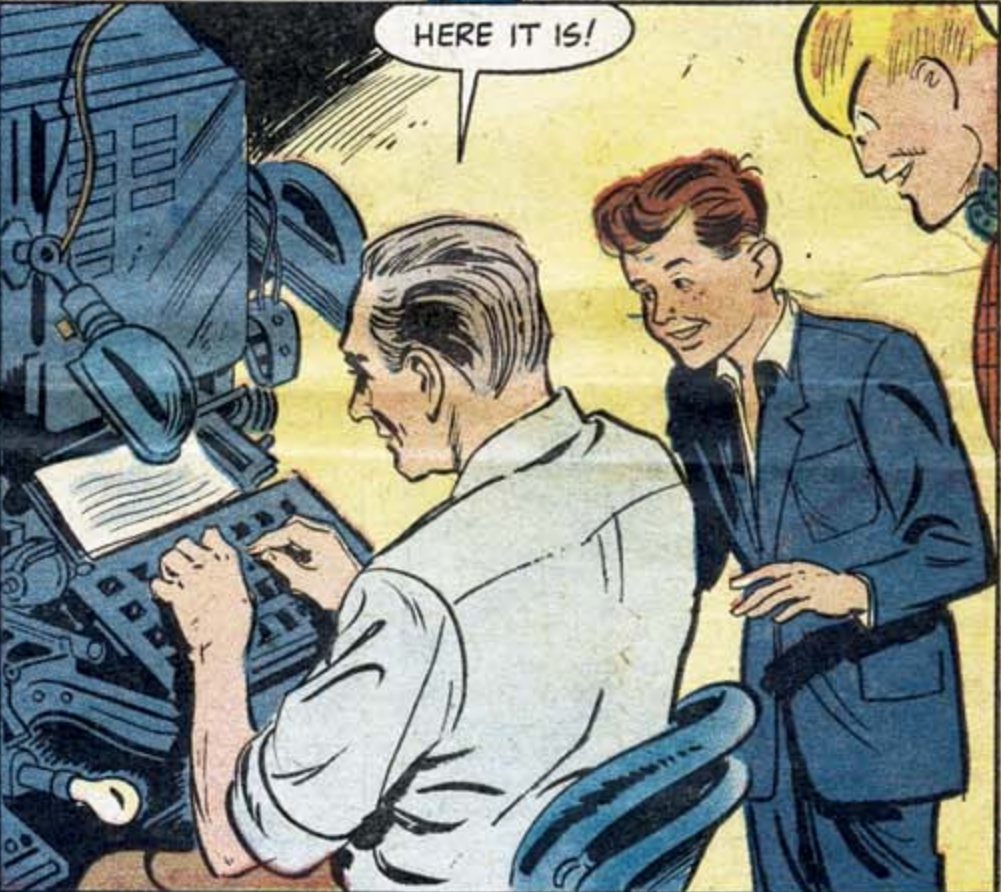
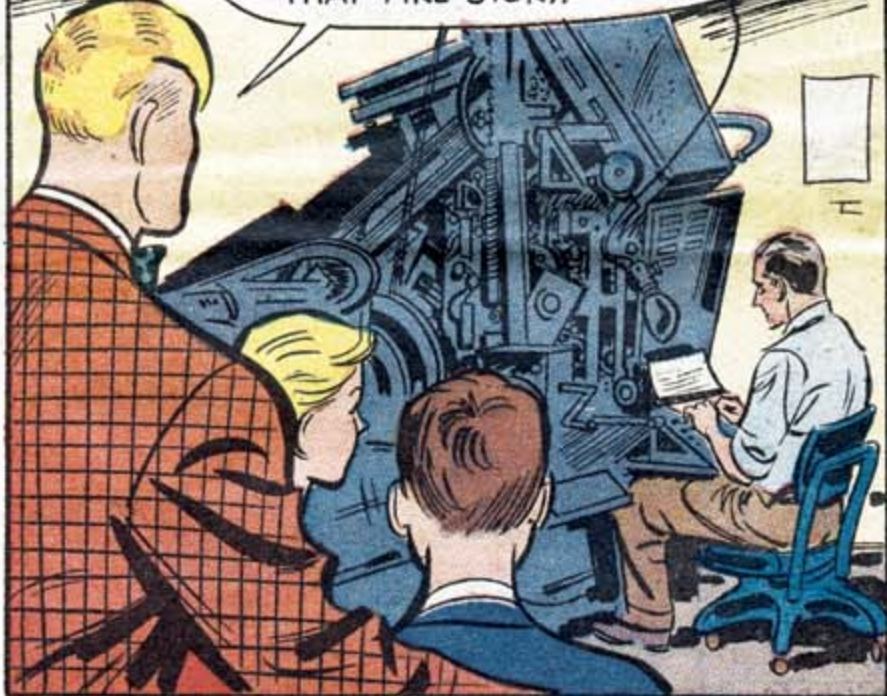


I NEVER NOTICED ANY DOTS IN NEWSPAPER PICTURES!

"ACTUALLY THE WHOLE PICTURE IS DOTS. THOUSANDS PER SQUARE INCH... SEE? THE CLOSER THEY ARE TOGETHER, THE DARKER THE PICTURE IS AT THAT POINT. THE FINISHED PICTURE IS CALLED A 'CUT'."



NOW THIS IS THE COMPOSING ROOM WHERE THE TYPESETTING MACHINES ARE. THE BULLETIN'S TYPESETTING MACHINES SET ENOUGH WORDS EACH DAY TO MAKE A FULL LENGTH NOVEL. LET'S SEE IF WE CAN FIND THAT FIRE STORY.



HERE IT IS!

THIS MACHINE LOOKS A LITTLE LIKE A TYPEWRITER, BUT INSTEAD IT CASTS THE LETTERS INTO STRIPS OF HOT LEAD - THE LETTERS ARE BACKWARDS - SO THEY'LL PRINT FORWARDS.



WHEN THE STORY IS ALL SET IN TYPE, IT IS TAKEN TO A PROOF PRESS, WHERE GALLEY PROOFS ARE MADE AND THEN PROOFREADERS READ IT FOR ERRORS... AND THESE ARE CORRECTED ON THE TYPESETTING MACHINES.

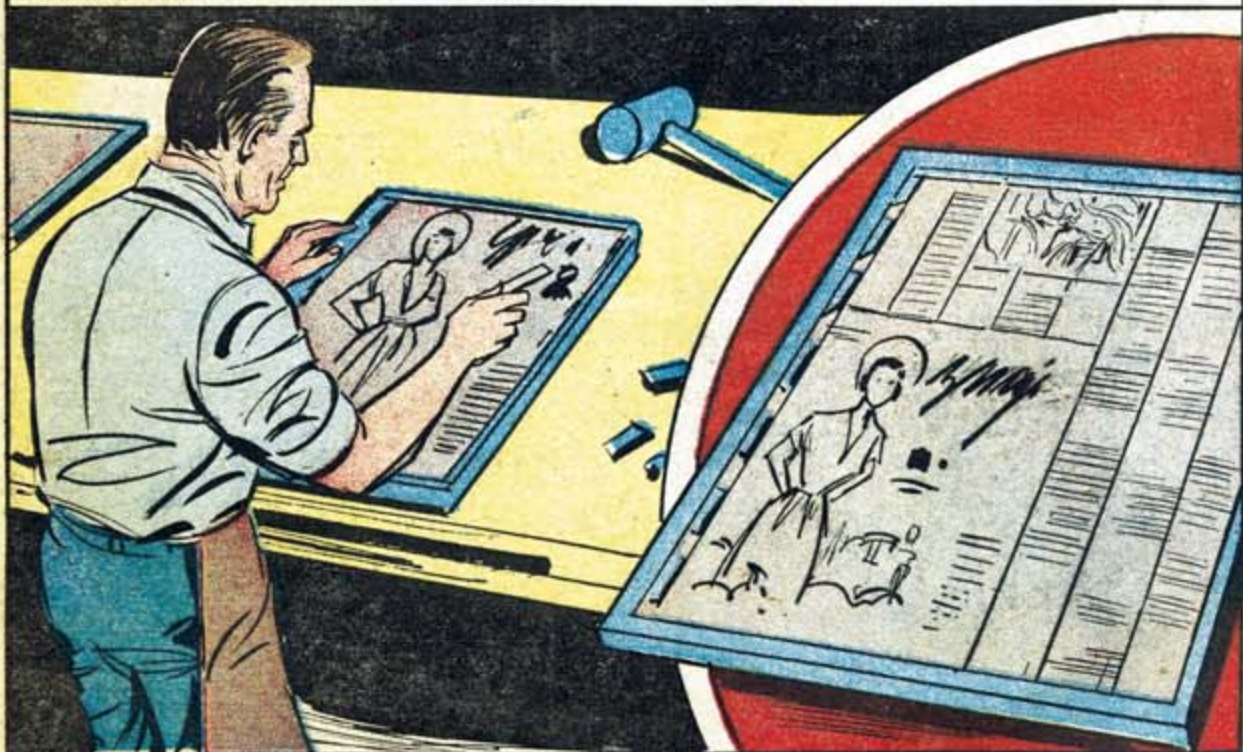


GOSH, ONE MAN WRITES THE STORY AND THE EDITORS AND PROOFREADERS CHECK IT ALL OVER.

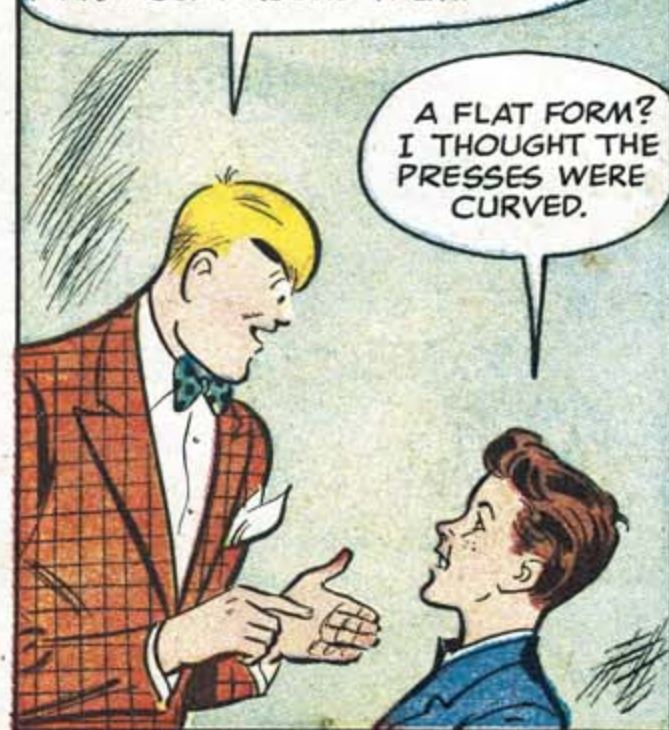
THAT'S WHY THE BULLETIN HAS SUCH A FINE REPUTATION FOR ACCURACY. WHEN YOU SEE IT IN THE BULLETIN, IT'S SO!



"OTHER SPECIAL MACHINES CAST THE TYPE FOR ADVERTISEMENTS. SKILLED PRINTERS USE TYPE AND ENGRAVINGS WITH METAL SPACERS TO MAKE FINISHED ADS. THE TYPE AND 'CUTS' AND ADS ARE THEN PLACED IN A FLAT METAL FRAME CALLED A 'FORM'."



THE PRINTER USES AN EDITOR'S DIAGRAM CALLED A "DUMMY" TO GUIDE HIS WORK. THE ADS ARE PLACED IN FIRST AND THE NEWS STORIES ARE ARRANGED AROUND THEM.



"WE DON'T PRINT FROM TYPE, JIM. FIRST, A SOFT SHEET OF MOIST CARDBOARD-LIKE MATERIAL CALLED A 'MAT' IS PLACED ACROSS THE FORM. IT IS PRESSED UNDER MANY TONS OF PRESSURE BY THIS ROLLER AND IT PICKS UP THE IMPRINT OF TYPE."



"WE CURVE THE 'MAT' IN THIS MACHINE TO MAKE IT A PERFECT COPY OF THE FLAT FORM CURVED TO FIT THE ROTARY PRESSES."

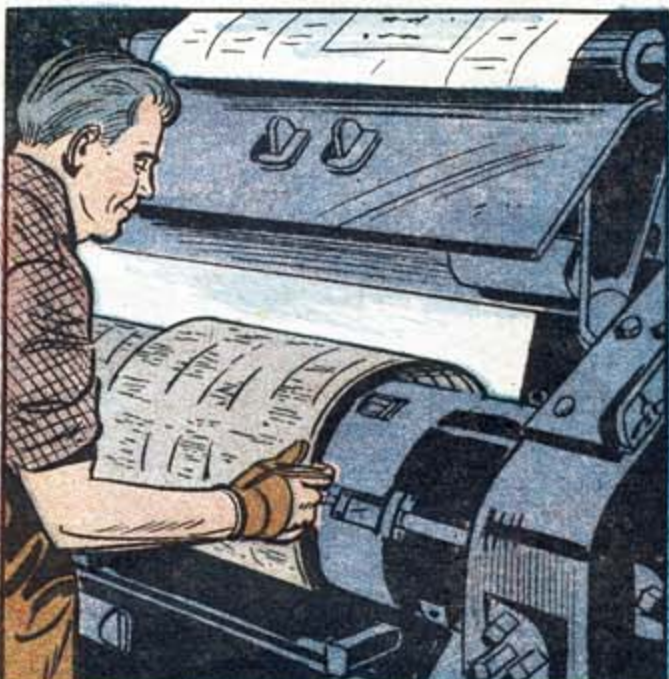
NOW LET'S GO OVER TO THE PRESS ROOM WHERE WE CAN SEE THE NEXT OPERATION... HOW THE 'MAT' BECOMES A CURVED METAL PLATE THAT GOES ON THE PRESSES.



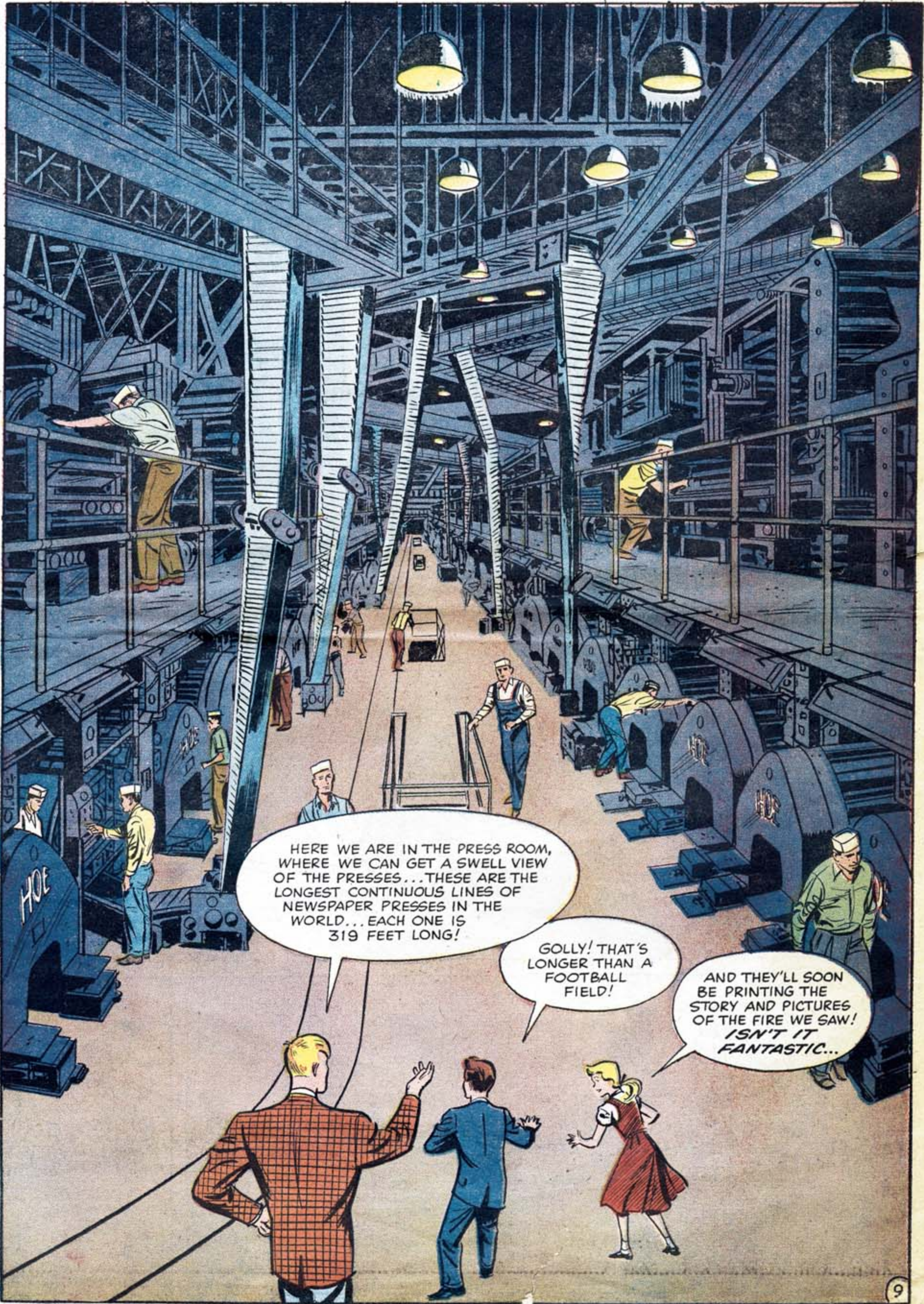
HERE THE SAME 'MAT' IS PLACED IN A CASTING MACHINE WHERE MOLTEN METAL IS FORCED AGAINST IT. THIS METAL HARDENS VERY QUICKLY... AND BECOMES A PERFECT COPY OF THE ORIGINAL PAGE OF TYPE CURVED TO FIT THE GIANT BULLETIN PRESSES.



"HERE'S WHAT THE CURVED PLATE LOOKS LIKE - IT'S READY TO GO ON THE PRESS NOW AND THE CONVEYOR BELOW TAKES THE CURVED PLATES RIGHT TO THE PRESSES."



"THE CURVED PLATE IS GOING ON THE PRESS NOW - IT WILL BE LOCKED INTO POSITION AND SOON THE PUSH OF A BUTTON WILL START THE PRESSES ROLLING."



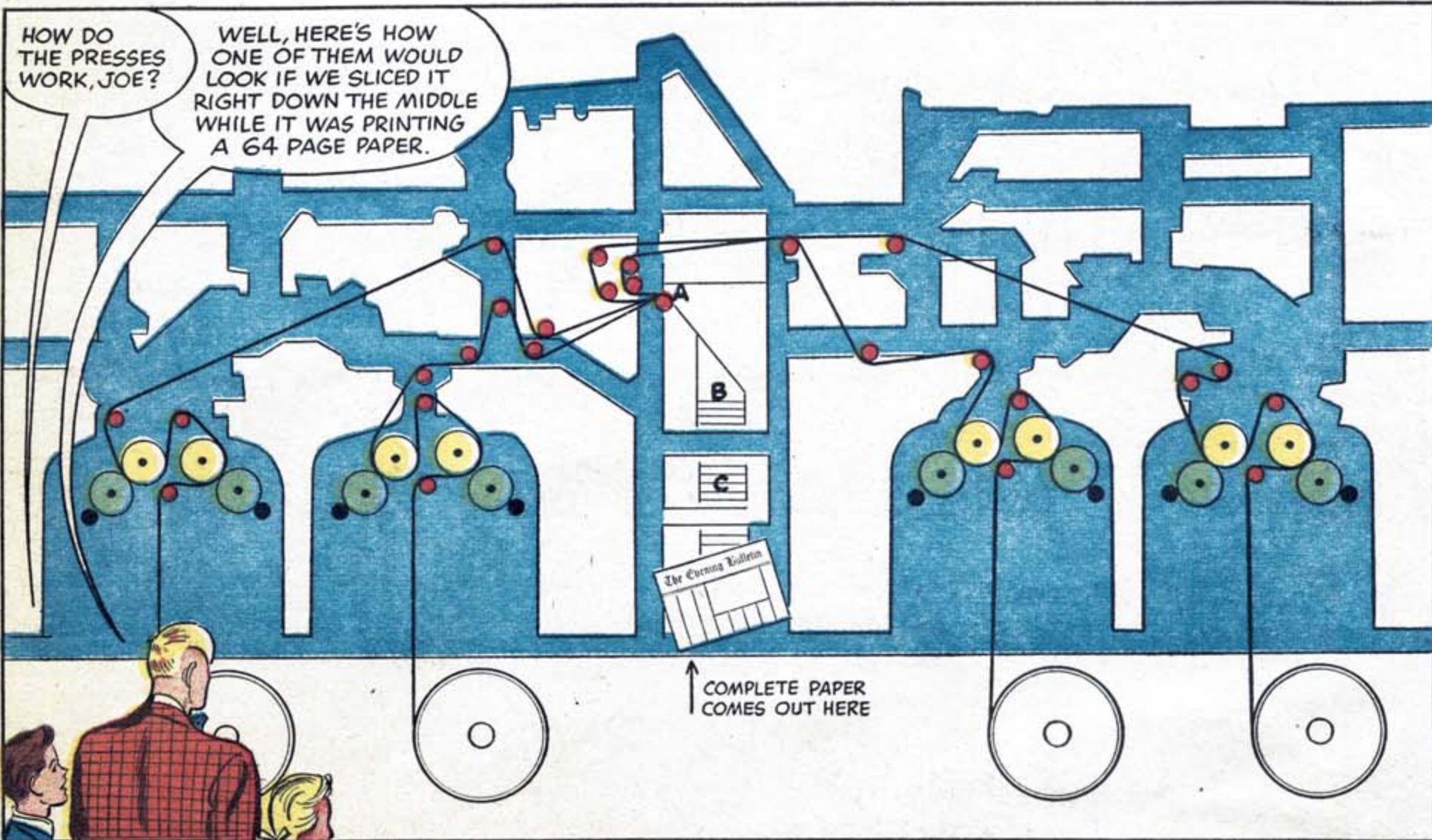
HERE WE ARE IN THE PRESS ROOM, WHERE WE CAN GET A SWELL VIEW OF THE PRESSES... THESE ARE THE LONGEST CONTINUOUS LINES OF NEWSPAPER PRESSES IN THE WORLD... EACH ONE IS 319 FEET LONG!

GOLLY! THAT'S LONGER THAN A FOOTBALL FIELD!

AND THEY'LL SOON BE PRINTING THE STORY AND PICTURES OF THE FIRE WE SAW! ISN'T IT FANTASTIC...

HOW DO THE PRESSES WORK, JOE?

WELL, HERE'S HOW ONE OF THEM WOULD LOOK IF WE SLICED IT RIGHT DOWN THE MIDDLE WHILE IT WAS PRINTING A 64 PAGE PAPER.



COMPLETE PAPER COMES OUT HERE

THE BLACK LINES SHOW THE ROUTE OF THE PAPER THROUGH THE PRESS FROM THE BIG ROLLS IN THE BASEMENT.

ARE LOCKED ONTO EACH OF THESE CYLINDERS.

THE YELLOW CYLINDERS HOLD THE PAPER AGAINST THE PRINTING CYLINDERS.

THE RED DOTS ARE SMALL ROLLERS WHICH GUIDE THE PAPER THROUGH THE PRESS.

THE GREEN CIRCLES REPRESENT THE CYLINDERS WHICH DO THE PRINTING. THE CURVED METAL CASTS OF EIGHT DIFFERENT PAGES

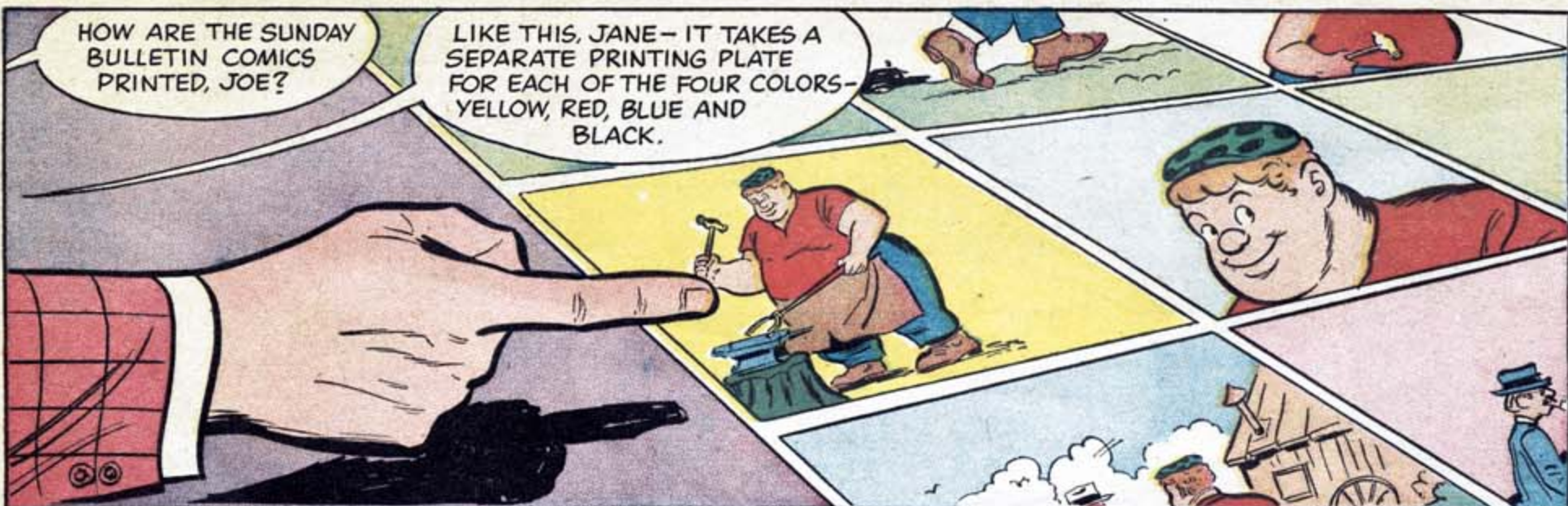
THE BLACK CIRCLES ARE ROLLERS WHICH ARE COVERED WITH INK. AS THE GREEN CYLINDERS REVOLVE THE PAGE CASTS PICK UP INK AND PRINT ON THE PAPER.

ONE OF THE GREEN CYLINDERS IN EACH PRESS UNIT PRINTS EIGHT PAGES ON ONE SIDE OF THE PAPER. THE OTHER CYLINDER PRINTS EIGHT PAGES ON THE OPPOSITE SIDE.

THE FOUR SHEETS OF PAPER (EACH WITH 16 PAGES PRINTED ON THEM) COME TOGETHER AT A IN PROPER ORDER. THEY ARE FOLDED AT B, ARE CUT INTO SEPARATE 64 PAGE NEWSPAPERS AT C.

HOW ARE THE SUNDAY BULLETIN COMICS PRINTED, JOE?

LIKE THIS, JANE - IT TAKES A SEPARATE PRINTING PLATE FOR EACH OF THE FOUR COLORS - YELLOW, RED, BLUE AND BLACK.



"HERE'S HOW OUR FRIEND HUMPHREY WOULD LOOK PRINTED ONLY IN BLACK AND WHITE. BUT IN COLOR-



"YELLOW IS PRINTED FIRST. IT PRINTS THE PARTS OF THE DRAWING REQUIRING ONLY YELLOW OR YELLOW IN COMBINATION WITH OTHER COLORS.



"NEXT RED IS PRINTED OVER THE YELLOW TO COLOR AREAS REQUIRING RED ALONE OR COMBINING WITH YELLOW TO MAKE SHADES OF ORANGE.



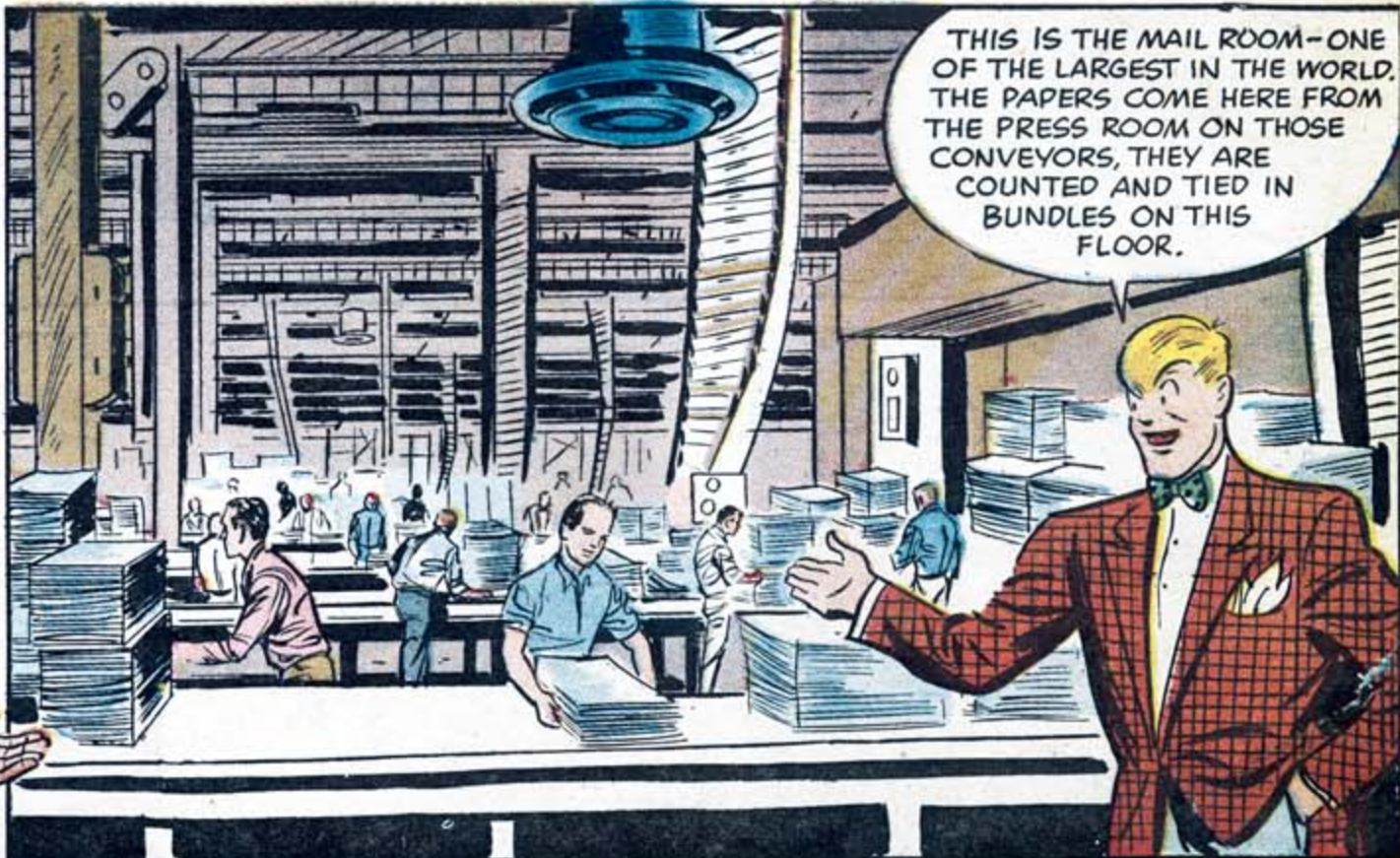
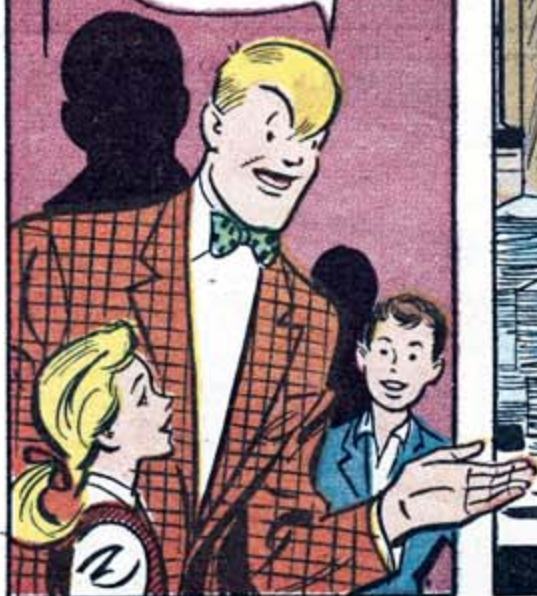
"THEN BLUE IS PRINTED. THE BLUE INK BLENDS WITH YELLOW TO MAKE GREENS AND BLENDS WITH THE RED TO MAKE PURPLES.



"FINALLY THE BLACK PLATE PRINTS A REPRODUCTION OF THE ORIGINAL DRAWING AND YOU SEE IT JUST AS IT APPEARS IN THE SUNDAY BULLETIN COMIC SECTION."

WHERE DO THE PAPERS GO AFTER THEY COME OFF THE PRESS, JOE?

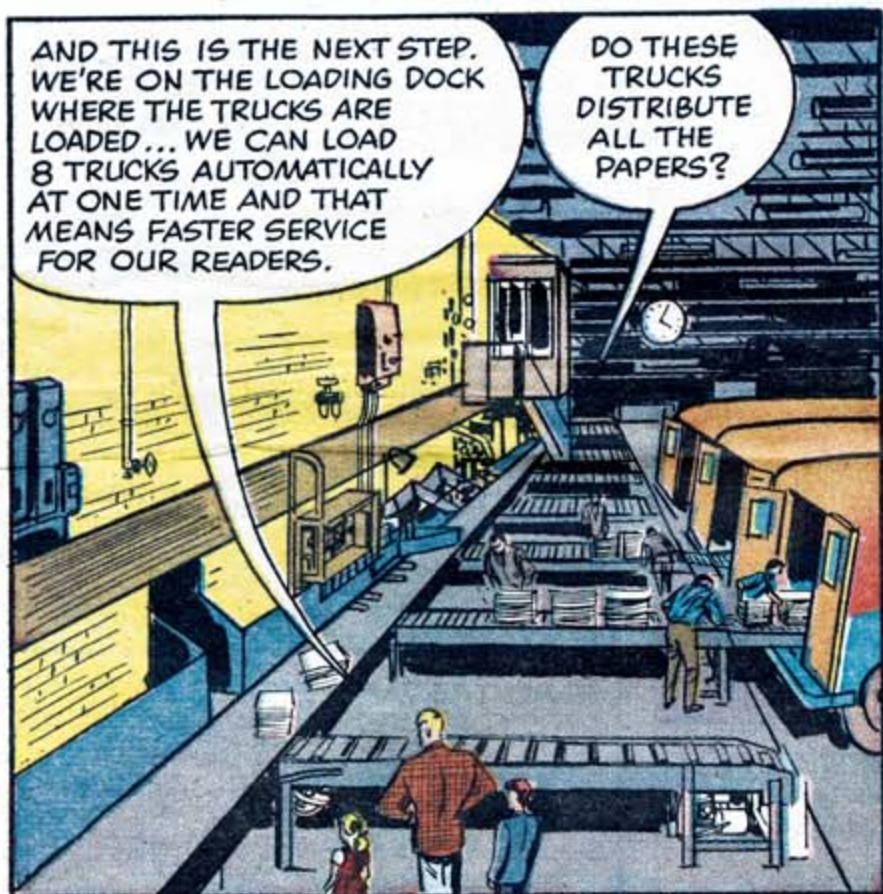
COME WITH ME AND I'LL SHOW YOU.



THIS IS THE MAIL ROOM—ONE OF THE LARGEST IN THE WORLD. THE PAPERS COME HERE FROM THE PRESS ROOM ON THOSE CONVEYORS, THEY ARE COUNTED AND TIED IN BUNDLES ON THIS FLOOR.

AND THIS IS THE NEXT STEP. WE'RE ON THE LOADING DOCK WHERE THE TRUCKS ARE LOADED... WE CAN LOAD 8 TRUCKS AUTOMATICALLY AT ONE TIME AND THAT MEANS FASTER SERVICE FOR OUR READERS.

DO THESE TRUCKS DISTRIBUTE ALL THE PAPERS?



"NO, NOT ALL OF THEM. SOME PAPERS ARE SENT TO TRAINS AND BUSES FOR DELIVERY TO OTHER TOWNS AND CITIES.



"PAPERS ARE MAILED TO POINTS ALL OVER THE WORLD. THESE ARE HANDLED QUICKLY, TOO.



"MOST OF THE PAPERS ARE DELIVERED BY THESE TRUCKS TO DEALERS AND 6,000 NEWSPAPERBOYS ALL OVER GREATER PHILADELPHIA. THE BULLETIN IS READ IN MORE THAN 700,000 HOMES."

THANKS A LOT FOR TAKING US THROUGH THE NEW BULLETIN BUILDING, JOE!

WE CERTAINLY ENJOYED OUR TRIP THROUGH IT... NOW WE KNOW A LOT MORE ABOUT THE BULLETIN.

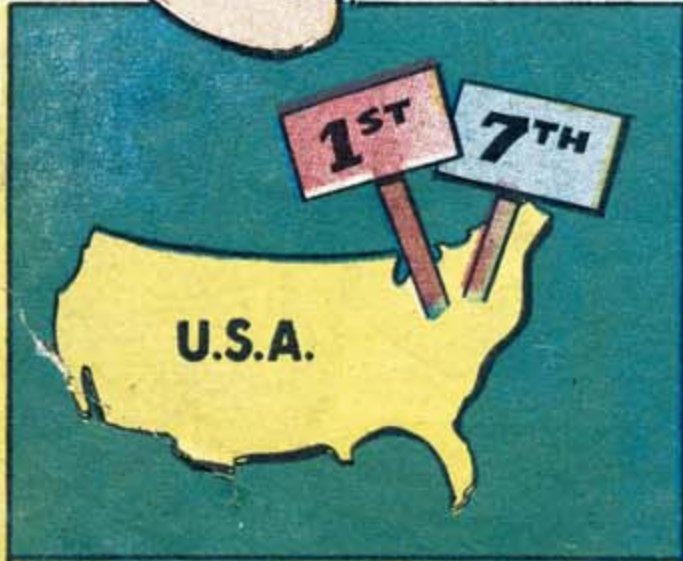
IT WAS LOTS OF FUN FOR ME, TOO. WHEN YOU GET HOME, BE SURE TO READ ALL ABOUT THE FIRE, IN THE BULLETIN. SO LONG— I'LL SEE YOU IN THE COMICS.



HAM FISHER



DID YOU KNOW?

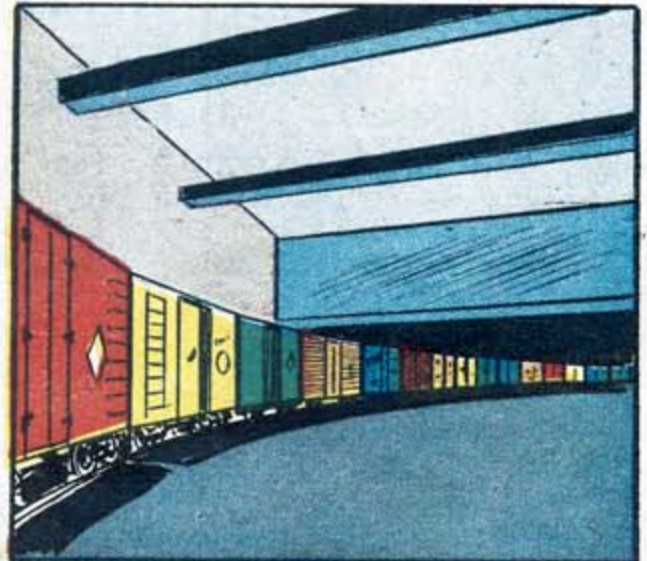


THE EVENING BULLETIN IS THE LARGEST EVENING NEWSPAPER IN THE NATION... AND THE SUNDAY BULLETIN ALREADY IS THE 7TH LARGEST FULL-SIZE SUNDAY NEWSPAPER IN AMERICA...



THE BULLETIN'S LIBRARY HAS MORE THAN 2,296,000 INDIVIDUAL PICTURES ON FILE ...

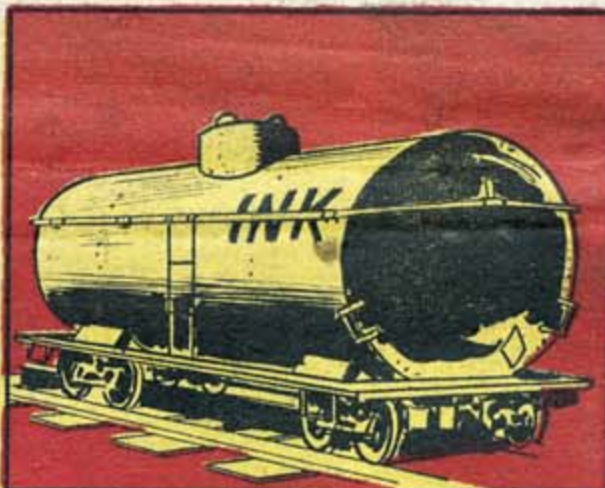
IT HAS REFERENCE CLIPPINGS OF MORE THAN 10,853,000 NEWS STORIES...



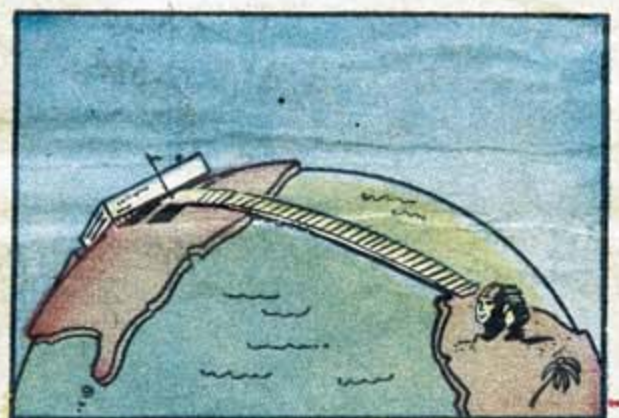
15 FREIGHT CARS FULL OF NEWSPRINT CAN UNLOAD ON THE RAILROAD TRACK INSIDE THE BASEMENT OF THE BULLETIN BUILDING... 42 DAYS SUPPLY OF NEWSPRINT CAN BE STORED INSIDE THE BULLETIN BUILDING...



175 TRUCKS TRAVEL 53,000 MILES A WEEK TO DELIVER THE BULLETIN... THAT'S THE SAME AS TRAVELING TWICE AROUND THE EARTH AT THE EQUATOR...



65,000 POUNDS, OR MORE THAN 9,000 GALLONS, OF INK ARE USED TO PRINT THE BULLETIN EACH WEEK...



IF ALL THE PAPER THE BULLETIN USES FOR A TYPICAL SINGLE DAY'S ISSUE WERE LAID END TO END, ONE PAGE WIDE, IT WOULD REACH FROM THE BULLETIN BUILDING TO THE SPHINX... MORE THAN 5,800 MILES.

The Evening-Bulletin

The Sunday-Bulletin

The Evening-Bulletin

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The Evening-Bulletin

THE NEW BULLETIN BUILDING IS THE SHOWPLACE OF AMERICAN JOURNALISM TODAY. THE NEWEST AND FINEST NEWSPAPER EQUIPMENT HAS BEEN INSTALLED IN IT, INCLUDING THE LATEST AND MOST MODERN NEWSPAPER PRESSES.

THE NEW BUILDING AT 30TH AND MARKET STREETS IS AN EXTENSION OF THE BULLETIN'S LONG ESTABLISHED POLICY OF SERVING YOU - THE READER - AS COMPLETELY, AS QUICKLY AND AS EFFICIENTLY AS POSSIBLE.

WITH MORE AND BETTER FACILITIES, WITH GREATER ROOM FOR EXPANSION, WITH A BETTER LOCATION FOR FASTER DISTRIBUTION OF PAPERS, THE BULLETIN WILL CONTINUE TO MAINTAIN ITS SAME STANDARDS - STANDARDS THAT HAVE MADE THE BULLETIN ONE OF AMERICA'S DISTINGUISHED NEWSPAPERS.

THE EVENING AND SUNDAY BULLETIN, 30th and MARKET STS., PHILADELPHIA 1, PA.

"HERE'S MY FRIEND HE WOULD LOVE ONLY IN BLACK AND WHITE. BUT!"

