

FORTY PAPERS IN ONE

*Lawrence (Kans.) Daily Journal-World
Learned Well the Art of Swim-or-Sink*

By JOHN L. MEYER

SOME executives of newspaper:job printing plants solve the apparently over-lapping interests of the various divisions of their businesses—when it comes to the point of planning a new building or a rebuilding—by making the architect and construction company the umpires; others, by inter-departmental consultations, something like when “the doctors disagree”. There are many other methods used.

Then, again, the experience, local conditions, and the more particular interests of the head of the business are thrown into the balance, and one or the other division and department may get an easier hearing in the finals. This does not imply partiality. It means using knowledge gained by experience to the best advantage. If a publisher is comparatively most interested in and acquainted with the advertising work, his adjustments of very fine angles of problems will reflect it every time; and, likewise, if it is circulation, or accounting, commercial printing, or editorial work which is closest to him.

One can see this point exemplified in many newspaper plants in all parts of the country.

THE Lawrence (Kans.) *Daily Journal-World* recently entered what is in effect a wholly new building. Here is an example where a more basic idea than one which might be termed “de-

partmental leaning” has been applied. I wish there were a newer word than “efficiency”. Anyway, “all-around efficiency” is the keynote of the planning which I find there. Many newspaper:job plants, small and large, are planned for sane efficiency, of course. No end of them. The *Journal-World* has some points of efficiency which are peculiar to itself in comparison with others I have studied. The principal is used, it seems to me, with more than average *general* application. The publisher, if I may say so, has a peculiar *breadth* of vision which looks in a large way “over and above” smaller details to the larger and more general fundamentals and factors.

Not all the equipment is new. Before making the plans, the lot, floor and other sizes were definitely drawn on charts. The needs of the plant today and for 25 years ahead were determined. The kind and quality of machinery believed necessary was another matter established. Then, what to scrap and what to keep, of the old equipment. Floor sizes of each piece to be used and ordered were carefully ascertained. Paste board squares and circles and angles, representing each installation, and each piece scaled down correctly, were made. There was something like a game of checkers. Every department and division chief had his say and his moves. So did the architects and builders. Thereupon W. C. Simons,



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president-manager of the company, made the final moves, and pinned down the bits of card board.

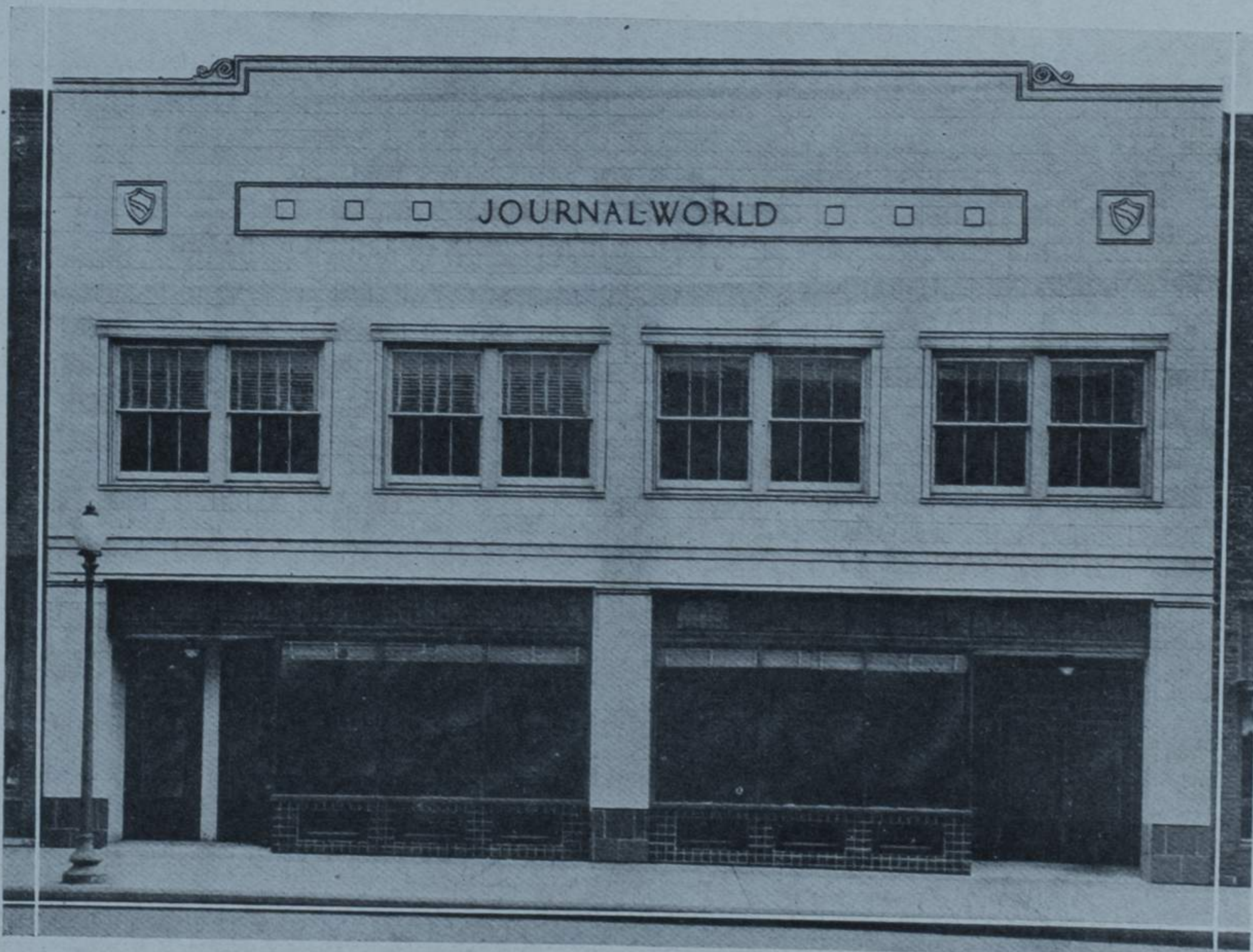
“Room for More Room” in
Planning New Structure

THE new building of the *Journal-World* has a frontage of fifty feet, a depth of 117 feet. The second floor runs back 65 feet. Skylights for the first floor cover the remaining area. The basement goes under the *entire* building. On account of the slope of the land this has a full story on the alley, thus providing both light and ventilation to an unusual extent for the “nether regions.”

The front is of mottled terra cotta, nearly white in general effect, with a trim of granite grey, and with chocolate tile below the plate glass windows. The rest of the building is of brick and stone, with wired glass and steel sash in the rear.

At present one room, first floor front, is rented, but it can be taken over at any time and utilized for office purposes. A tract of land 75 ft. by 117 ft. back of the office is owned. Another building can be erected and the two connected by a bridge over the alley.

Entering, one finds himself in a lobby forty feet long and seven feet wide. This contains seats for about ten persons and a writing table for two. The counter is of oak, with marble base and fitted with shelves, and has sliding doors at the back in which office supplies are kept within easy reach of each department.



NEW BUILDING, LAWRENCE (KANS.) DAILY JOURNAL-WORLD
Structure is Fifty Feet Across Front, by Hundred-Seventeen;
Second Floor Runs Back Sixty-Five Feet; Basement Full Length