

National Newspaper Week Is Observed

First Publication In United States Was in Boston

National Newspaper Week is being observed from Oct. 1 through 8. This week has been set aside to recognize the newspaper which has become so much a part of daily living.

The newspaper, defined by Webster as "a paper printed and distributed to convey news," is now so familiar to everyone that the average newspaper reader does not think of it as anything out of the ordinary.

The newspaper has not always been with us. The first newspaper was printed in the United States at Boston in 1690 but it was not until the "penny"

papers of the early 19th century that newspapers were made available to the masses.

A newspaper today includes news from all parts of the world—foreign, domestic, state, local. Comments on the news are found in the editorials and signed columns, with other news included in sections devoted to agriculture, religion, society or sports. News pictures are scattered through the entire paper and advertising occupies from 40 to 60 per cent of the paper.

Step by Step Process

The step by step process that must be followed before a newspaper is received by the family includes a marvel of machinery, business organization, news coverage, and fast and clear writing.

Gathering, writing, processing, photographing and interpreting the news are the functions of the news and editorial staff of the Mail Tribune. Ten

persons perform these tasks at the Mail Tribune.

The material produced or processed in the news department includes all world, national, state and local news, photographs, feature articles and columns, editorials, communications, reports from Mail Tribune community correspondents, church directory notices and stories, grange reports, and a variety of other material to inform and entertain the Mail Tribune's more than 16,000 subscribers and their families.

Local Stories

Although the Mail Tribune has the United Press wire teletype, many local stories are obtained by "beat" reporters who gather information at the source and write the story when they return to the office.

All general news stories flow to the city editor's desk where it is checked and edited. Women's news, sports, agriculture

and church news have departments of their own where the news is edited by a staff member in charge of that particular division in the news room.

From the city editor's desk where the story's headline is written, the news is sent to the composing room.

Similar Process

A similar process is under way in the advertising department where a staff of eight sell space for advertising in the newspaper, design and layout the advertisements. In this department staff members assist the advertisers in presenting their message to the newspaper's subscribers in the most attractive appealing manner.

This, too, is the paper's chief revenue-producer, enabling all the other departments to operate.

Classified and legal advertising is handled in a different department from the display advertising. Here the ads are received either in person or by telephone.

Business Office

Another important department at the Mail Tribune is the business office. A business manager, in charge of the office, coordinates the operation of the news, business, advertising and production departments, and orders supplies and equipment for the entire newspaper operation. The bookkeeping department handles all financial records and incoming money of the Medford Printing company which operates the Mail Tribune and radio station KJJC.

After the news has been written and the ads completed, it takes about seven-man hours per page in the composing room to get the Mail Tribune ready for the press.

Never-Ending

The production of news is never-ending, as soon as one edition goes to press, work on the next day's issue starts. In the composing room personnel are responsible for setting the material into type, checking the type for corrections (proof reading), correcting and assembling type, and placing it in page forms.

The first step in the process is for the linotype operators to set it into type. The Mail Tribune has 10 typesetting machines.

In setting the type, operators press a series of keys, somewhat similar to keys on a typewriter keyboard, and the machine pumps hot metal against a line of mats, or matrices, to cast a line of type.

Setting advertisements is a more complex process. For this reason advertising copy must be in the composing room almost 24 hours earlier than news. The size and variety of type must first be determined and if a picture is to be used, it must be made according to certain specifications.

Assemble Type

Once the type is set it is proof read and corrected, then make-up men assemble the type according to plan into a form the size of a newspaper page.

The Mail Tribune's final phases of production are stereotyping and printing. After the type has been tightly locked into form a "mat" is made of each page. This is done by placing a moist, blotterlike cover over the type and running heavy rollers over it. This cover or mat consists of wood fiber, clay and about 18 per cent water.

After the impressions have been made, the mats are dried in a scorcher where temperature ranges from 350 to 400 degrees. The mat then goes into the cylindrical casting box, where hot molten metal is pumped against it. It is here that a metal cylinder impression of the mat is formed. This is then trimmed and cut to fit the press cylinder.

Placed on Press

The metal cylinders are placed on the press cylinders, where they are securely locked. As the press run begins, ink is distributed over form rollers and idling rollers, which convey the ink to the page cylinders and so to the paper.

The cylinder type press used by the Mail Tribune is capable of printing 27,000 papers per hour when running at maximum speed. The press enables a run of 17,200 papers of up to 16 pages to be completed in about one hour. When the Mail Tribune has two sections it is printed in two separate runs, one about 10:45 a.m. and the final run about 2:15 p.m. Twelve rolls of paper must be combined in order to print an issue of 24 pages, the average size. The papers come off the press automatically folded and counted.

Now the circulation department takes over. It is their job to see that as many persons subscribe to the paper as possible and more important, that a copy reaches each subscriber soon after it comes off the press.

In some ways it is the most complex operation in the paper and involves the cooperation of more people than any other.

Rural Boxes

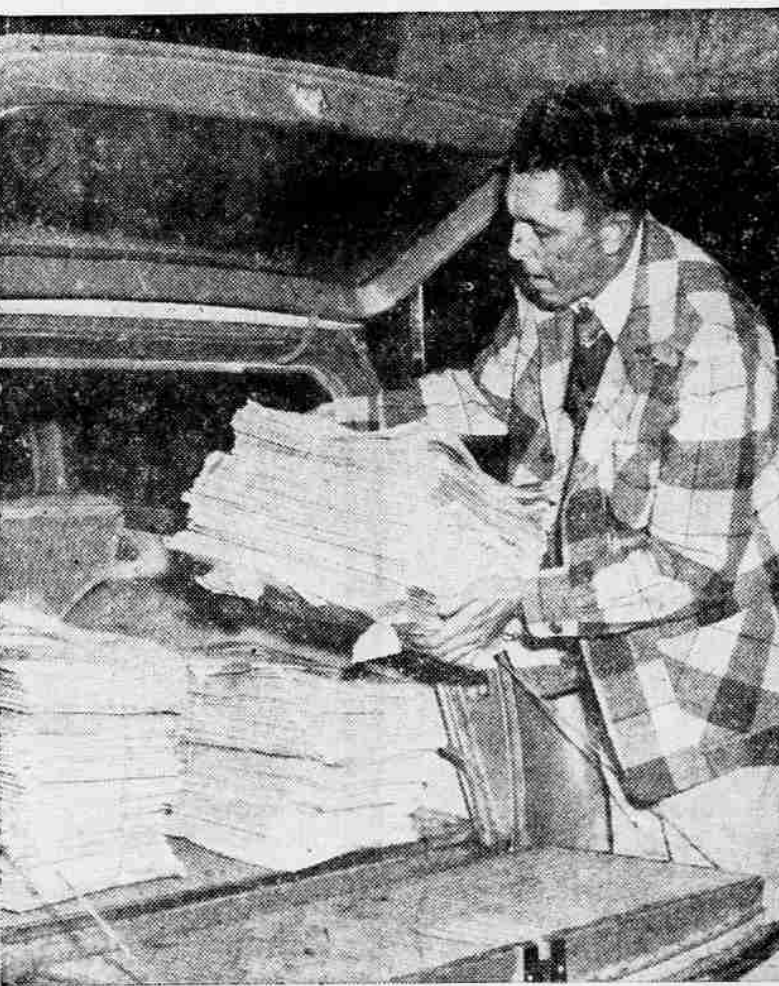
Mail Tribune carriers place papers in rural boxes on several



LINOTYPE OPERATOR—Once stories and advertisements are put together they are sent to the composing room where they are set into type. One of the linotype operators at the Mail Tribune is Mrs. Pearl Coverdale who has worked for the Medford paper more than 10 years.



CHECKING TYPE—Lowell Sorenson, in the composing room at the Mail Tribune, checks a line of type in a full page ad that is being made up for an issue of the newspaper. The many pieces of metal that make up an ad are fitted into a steel frame, called a chase, which rests on a "turtle."



MOTOR CARRIER—Earl Richardson, director of mail subscriptions at the Mail Tribune, also delivers newspapers in the Eagle Point-Shady Cove area. More than 1,000 subscribers living in almost every state and many foreign countries receive their newspapers by mail. The circulation department at the Newspaper takes over once the papers come off the press. The department involves the cooperation of more people than any other.

Medford rural routes, and in Grants Pass, Rogue River, Eagle Point, Prospect, Trail, Cave Junction, Shady Cove, Butte Falls and Ashland. Outside carriers deliver papers in Gold Hill, Central Point, Jacksonville, Talent, Phoenix and Ashland, Hornbrook, Hills, and Yreka, Calif. The papers are transported to the cities by motor carriers on the way to their routes, with the exception of California cities where they go by bus. More than 1,000 subscribers living in almost every state and many foreign countries receive



ADVERTISING—Mrs. Betty Minger, one of the Mail Tribune staff in the advertising department, designs an ad in the display advertising section. Staff in this department sell space for advertising in the newspaper, design and layout the advertisements. This department is the paper's chief revenue-producer, enabling all the other departments to operate.



LITTLE MERCHANTS—Two of the "little merchants" in business at the Mail Tribune, Bob Goodwin (left) and Joe La Faive, protect their merchandise from the rain before starting out on their newspaper routes. The city carriers, with 80 to 150 subscribers each, buy the paper from the Mail Tribune and sell them to their subscribers.

ECONOMY HITS SAC

Washington — The Air Force economy drive has cut into the Strategic Air Command for the first time, knocking out the 91st Reconnaissance Wing at Lockbourne Air Force base near Columbus, Ohio.

One-third of the nation's traffic fatalities occur on open, straight highways.

their newspapers by mail from the Mail Tribune circulation department.

City carriers deliver their papers by bicycle with 80 to 150 subscribers on a route. The "little merchants" buy the paper from the Mail Tribune and sell them to their subscribers. Paper delivering is done after school on weekdays and between 5 and 7 a.m. on Sundays. The majority of carriers are junior high school age.

Four Adult Classes Sponsored by State

Four adult evening classes will be offered in Jackson county during the fall semester by the general extension division of the Oregon state system of higher education.

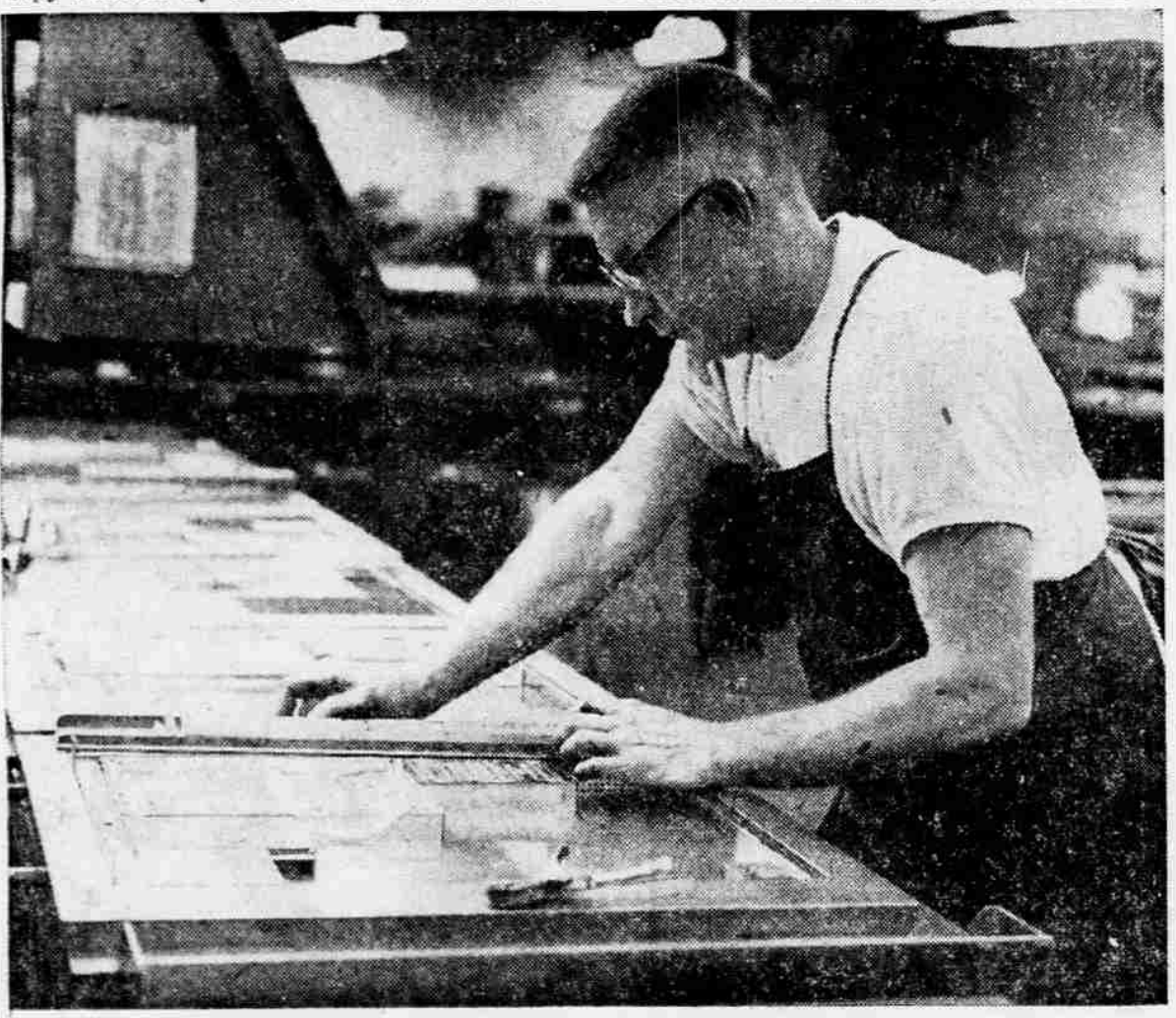
All classes will meet in the Medford High school from 7 to 9:45 p.m. one night a week. First sessions are scheduled for the week beginning Oct. 7.

Classes in "World Problems and Projects in Writing" will meet on Tuesday, starting Oct. 8. Classes in art education and public school administration have been scheduled for Wednesday starting Oct. 9.

Additional information may be obtained from Lindsey Vinsel, adult education supervisor, Medford High school.

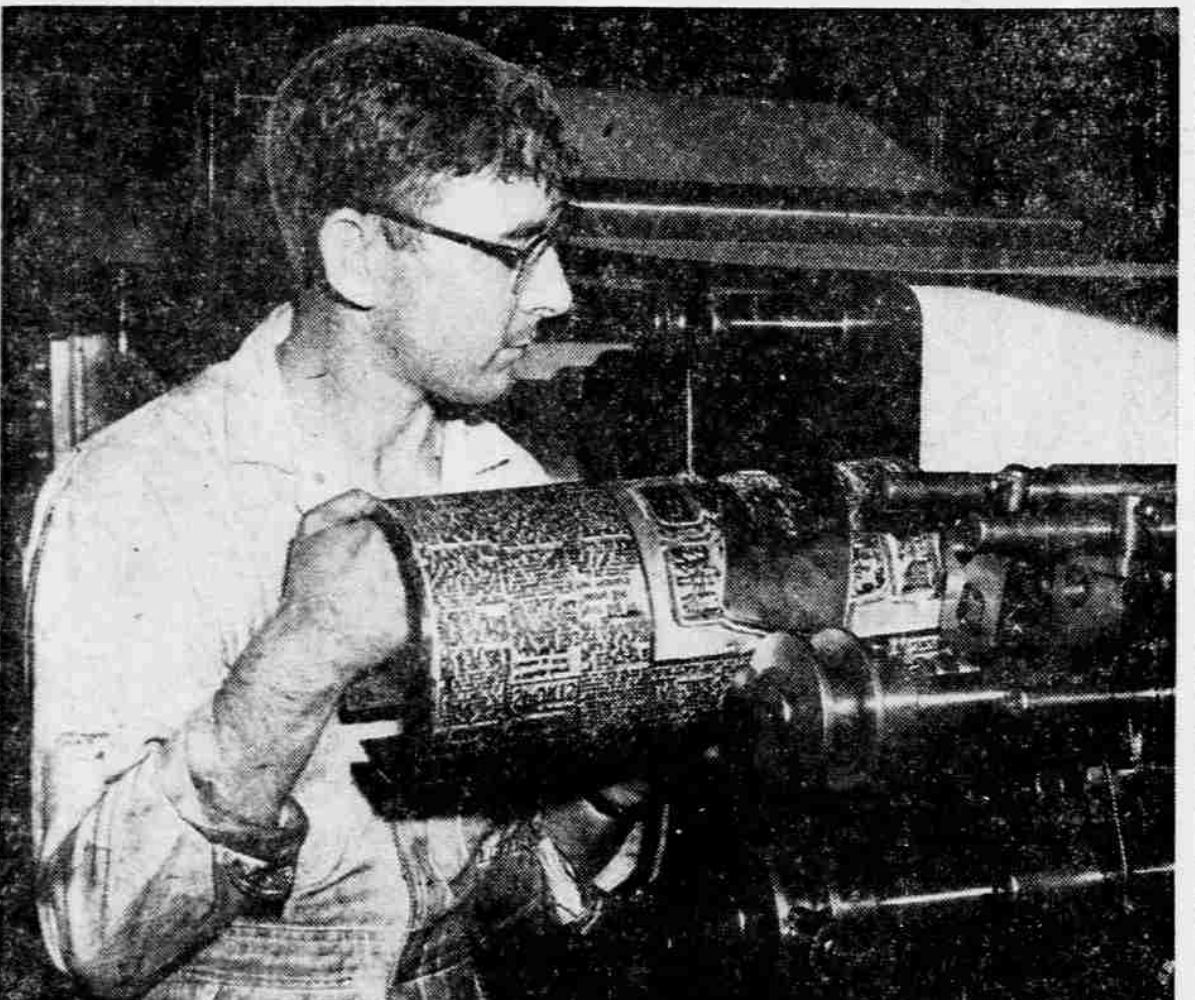


NEWS ROOM—Joe Cowley (center), Mail Tribune reporter, discusses a news story with City Editor Earl H. Adams (right) in the news room prior to leaving on his beat to the county courthouse. In the background is Wire Editor Harry Chipman who checks all of the copy released by United Press and comes to the Mail Tribune news room by wire teletype. Chipman edits between 45,000 and 50,000 words of copy and feature material on an average day and then supervises the make-up of the newspaper. All local general news stories flow to the city editor's desk where it is checked, edited, and receives a headline.



PAGE MAKE-UP—One of the staff in the composing room at the Mail Tribune is William G. Reed, here checking a galley of stories in type. Once the ads have been made up in type and placed in the chase, a steel frame

the size of a newspaper page, the news stories are fitted in to fill the page. The type is then securely locked in and the page is sent to the stereotyping department.



METAL CYLINDER—Don Wetherbee in the Mail Tribune's printing department, removes a metal cylinder from the press at the end of a run of 17,200 newspapers. The metal cylinder was cast from a wood fiber and clay mat which contained the impressions from a page

of type. The page mat was placed in a cylindrical casting box where hot molten metal was pumped against it. Once locked onto the press ink was distributed over rollers which convey the ink to the page cylinders and then to the paper.

Do Something About the Weather?

We Have!

- "Your TV Weatherman" KBES-TV 6:00 p.m., Mon. thru Fri.
- SP 3-6263 Call any time for the very latest official weather reports.
- U.S. Weather Bureau Reports Direct from the Weather Bureau over KJJC, 12:30 p.m., Mon. thru Fri.
- Monthly Long Range Summaries Phone or write for your copy—No obligation.

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