

Mirror Reversed To Give Public a Look Inside News

(Continued from Page One)

fore—all known as 'time' copy that will fill the inside pages of the evening paper.

Suddenly he's jerked wide awake by the shrill whine of the Southern Pacific siren. Immediately he's on the phone. Wreck? Where? When? Bad? Anyone injured?

He finds the morning train from Portland was derailed fifteen minutes ago near Ouxy. The locomotive and four cars are over on their side—first reports say five people are trapped in the day coach—three are known dead—many believed injured.

NOW IT'S UP TO NEWS HAWK

With a hurried 'thanks' he hangs up, call two reporters away from the breakfast table, gets the photographer out of bed, and gives them the fragmentary details. There his immediate job ends. From now on it's up to the news hawks to get to the scene, cover all angles of the story, and get pictures, cuts and story ready before press time.

The news editor must, however, keep abreast of latest developments occurring within his sphere of operations. He must keep a close contact with local hospitals as to the number of dead and injured—be on the alert for an eyewitness story from one of the injured—maintain a contact with the railroad office for any new angles originating from there.

A new twist—not likely to be discovered by leg men on the scene he must turn over to them to be verified and worked into their stories.

Back to the men on the front line—notified of the accident, the photographer grabs his camera, plenty of film and rushes out to Ouxy. The two reporters meet and ride out together, on the way splitting coverage details so that precious minutes will not be lost by unnecessary duplication. Bill will handle the main story, when it happened, where, how, who were injured and killed, and if possible find out why it happened.

Bob will handle the side-lights—he'll get eyewitness accounts, passenger stories, possible comments by trainmen—human interest yarns—how Mrs. Jones was jolted out of bed by an ear-splitting crash—how one passenger's presence of mind in shutting the steam valve saved the lives of two children.

They arrive at Ouxy, trudge across the muddy flat to where they come upon the locomotive and tender piled up along the right of way, two mail cars and a day coach sprawled across the track and a Pullman car on its back in the trackside ditch.

Ambulance attendants are carrying two stretchers away. Police and railroad men struggle with a tightly jammed Pullman door—"Eight people in there," one patrolman tosses over his shoulder, "got 'em all out of the chair car." Over all swells the persistent hiss of escaping steam.

Bill heads for a railroad official he has met on his regular "beat"—he finds that he has just arrived himself, knows little more than the bare details, does believe, however, the engineer was crushed under the loco, and the fireman severely burned by live steam.

The reporter jots this down, moves over to an onlooker and presses him for information. This man knows nothing, but points to another who, he says, "saw the whole thing."

Bill picks his way to the side of a middle-aged farmer talking and pointing amid a small knot of people. He bursts in to ask, "How did it happen?"

FARMER WHO "SAW IT ALL"

The farmer breaks off and starts again... broken rail, engine suddenly slewed to the left, showed light beneath the wheels, plunged into the bank on the far side of the ditch... three following cars jacked up at the sudden stop, tilted, then skidded along the broken roadbed on their sides... fourth car hit shattered rails, careened to the left and overturned, top down in the deep gulley.

Some more notes and Bill moves on to find another eyewitness... "I was just opening up—run a filling station over there," the overall-clad individual jerks a grimy thumb in the general direction of the row of single story structures looming through the misty rain, "when I seen her coming. On time she was, when all of a sudden..."

Bill motions at Bob, talking to a brakeman near the side of the derailed engine. Bob comes over and together they listen to

the man's story. Bill picks the meat—vital details to the main yarn—and Bob takes the story verbatim.

So goes Bill's work—gathering as many stories as possible, verifying one against the other—learning names, ages, occupations of victims—what caused the wreck—When?—How?—Who? He will later call the hospital for a complete list of casualties; will check the railroad office for their version; verify every fact gleaned at the scene of the wreck.

GETTING STORIES FROM PASSENGERS

Let's pick up Bob. He has taken the service station operator's story, the experience of a passenger in the day coach, another of a mail clerk from one of the shattered mail cars.

He finds a survivor from the Pullman car—coat thrown over his pajamas, blood seeping from a cut on his cheek—standing close to the warm boiler of the great engine.

"My first sensation was of being violently thrown from my berth to the floor..." Bob takes it down word for word, moves on.

He interviews trainmen, passengers, witnesses, watches a stricken father stand powerlessly by while gloved and goggled trainmen slowly burn their way into the sealed Pullman with flaming acetylene.

His is the job to catch overtones, colors, the human interest—whether it be tragedy or sudden relief in the faces and words of those before him.

Let's switch over to Wes. He has driven out alone so he'll have a car ready to speed him back to the office. He's got to make engravings of the spot pictures he's about to take before the three o'clock deadline.

HOW HE GETS THE PICTURES

Poor day for pictures. He adjusts his camera accordingly, then gets to work. He needs several of the scene as a whole, so clambers to the top of an upright car, shoots three or four. Then he finds a tree near the torn engine, climbs up and takes several more.

He gets close-ups of the engine, the overturned Pullman, passengers. He shoots from as many angles as possible—generally two of each picture possibility.

Half his job is done with the completion of the "pix" shooting. He heads for town with a stack of exposed plates beside him. He'll develop the negatives, make prints, and in collaboration with the managing editor pick those which will best supplement the stories to follow. From the prints, he'll make the engravings which complete his job.

Meanwhile our two reporters have finished their task at the scene. Save for verification and completion of the list of dead and injured, both are ready to write their stories.

Back at the office Art, in constant communication with hospitals has obtained a complete list of accident admissions. These he turns over to Bill when the two return. Art has also discovered a well-known Portland attorney was slightly injured, is in the hospital, might have something to say. Bob takes this, goes over for an interview.

Bill now has what should be the complete wreck casualty toll but calls the county coroner for substantiation. He also phones the Southern Pacific office for an official version of the tragedy. For a double check he gets in touch with state and city police for additional points he may have overlooked.

NOW HE'S ALL READY TO WRITE

With details complete he's ready to write. He must set down the facts so a reader who has heard nothing about the accident will gain a clear, comprehensive account of what happened. He must tell everything, tell it accurately, but tell it concisely. He must follow three precepts—the A, B and C of good journalism—Accuracy, Brevity and Clarity.

Bob comes back from the hospital with an unusually intelligent and coherent account of the wreck from the injured attorney. His job now is to find all the material into a single story—a colorful tale of first-hand and eyewitness statements coupled with personal observations. He must weld direct quotations into it. He must give as dramatic and gripping an account as possible without stepping over the thin line dividing drama and melodrama. He must make the reader live the scene through the eyes of those who have.

Both stories are finished. They're turned over to the news editor who checks them for typographical errors and punctuation, then fits them into the half-formed front page layout before



Bob Leonard, night editor, is shown shearing copy from the United Press teletypes. An Associated Press teletype is shown at lower. These machines run for a total of 18 hours a day, bringing in world wide news for use in The Herald and News.

him. He writes headlines for each, slugs them, turns them out to be set by a linotype operator in the composing room. They're in the can.

One thing remains before the wreck story is finished—pictures. Wes comes in from the engraving room with enlargements of each shot he snapped earlier that morning. Together he and Bob look them over, reject some, lay others aside. They cull and sift until three are left—three which will best supplement the two news stories.

They go into a huddle with the news editor, determine the space available both on the front page and inside, set the size for each of the pictures they've selected—and the job is done.

NOT ALL STORIES ARE HOT ONES

Such is the action in the coverage of a "hot" story by the news hawks of The News and the Herald. It is the sort of thing that gives glamor and color to the public impression of newspaper work and causes little boys to tell their parents they are going to be newspaper reporters when they grow up.

But life, unfortunately, is not all thrills, not even for a newspaper man. For every hour of what might be termed adventure, he puts in many hours of grinding routine. He may be chained to a copy desk, a slave to detail. He may find his flare for "fine writing" hampered by the necessity of turning out briefs and obituaries and the grist of small news that makes up the meat of the reading matter that goes in the daily paper and which the subscriber, whether he realizes it or not, really does not want.

A gal reporter who enters the game with dreams of solving murder plots and scooping male competitors will probably find herself writing stereotyped yarns about pink teas and stork showers.

But, even so, there's something about the business that "gets you" and a lot of people would rather do newspaper work than other things they could do better and get better pay for doing. Your average newspaper man likes his work. It's play to him.

The Herald and News, being small city papers with a news staff necessarily limited in size, demand versatility of their news employees. Each of them must be able to handle any kind of a job that comes up. He must know how to write a story, how to write headlines, how to take a picture, how to edit copy and handle the news that comes in over the teletypes. He must be familiar with all phases of community activity that may produce news, and have a wide-spread acquaintance with people and with the geography of the vast surrounding countryside.

COPY DESK IS CENTER OF ACTIVITY

The center of news department activity is the copy desk—a big, rectangular, linoleum-covered table that fills about an eighth of the floor space in the editorial room off Pine street in The Herald and News building. Its broad surface is inevitably littered with papers of all descriptions, plus telephone and city directories, a style book, glue bottles, ash trays and cuts. In its center is a copy basket, the receptacle into which everything must go if it is to receive the attention of the news editor and finally find its way into the paper.

On either end of the desk is a telephone, and there are probably no telephones in Klamath Falls that receive greater use. Seated around the table, when everybody is in the office on the day shift, are Malcolm Epley, the managing editor, who also manages to keep another big desk littered; Art

Bremer, the news editor; Bill Cummings, sports editor and general reporter, and Lois Stewart, society editor and general reporter. At night, Bob Leonard takes over as night news editor.

In general, Epley directs the work of the news staff, giving assignments and consulting on coverage and developments. He writes editorials in the mornings and covers the courthouse beat, returning after lunch to bang out copy and confer with Bremer on the final outline of the day's paper. A University of Oregon journalism graduate, Epley came from Eugene to Klamath Falls in 1931 as managing editor when the present publishers assumed ownership. He served his cubship on the Riverside, Calif., Enterprise.

Bremer, the news editor, came up from the night desk, a route taken also by his predecessors, Asahel Bush and Joe Pigney. He is a Klamath Falls boy, a graduate of Klamath Union high school. Through his hands goes the flow of copy, not only from the typewriters of the local writers, but from the Associated Press teletypes. He edits the copy, decides where the story shall go and the kind of a headline it shall have, and then writes the headline. He lays out the front page. He has a talent with the pen and India ink, and turns out art work when it is needed.

An experienced newspaper woman is Lois Stewart, who does federal building and city hall and on weekends handles the society section. A member of a pioneer Oregon family, she has worked on newspapers at Salem, Marshfield and Klamath Falls. She has certain annual specialties such as Buckaroo Days, the Junior livestock show, and Shrine club activities. Long residence and many years of newspaper work here have made her a veritable human reference library on the community. Lois likes general reporting and will confess no love for her society job—but she did it well enough to win the state prize for the best women's page this year.

Bill Cummings got a job on The Herald and News just after he graduated in journalism at the University of Oregon in 1939. He had done previous work for the Medford Mail Tribune in his home town. He began on the night desk—the abhorred graveyard shift—and handled sports at the same time. This summer he came over to the day side with sports, labor and railroads as his specialties. Bill also can turn in a bit of art work when needed.

Bob Leonard, the night editor, has a fair for feature writing, and has been a fairly consistent contributor to the week-end magazine page. Bob is the son of the midwestern sales manager of the Pelican Bay Lumber company and came west to work in the lumber business. He put in his spare time with Cummings learning the night side, and took over there when Bill moved to the day staff. He edits the night wire and makes up The Klamath News.

In addition to these regular staffers, there is Joy Evans Rolph, who contributes consistently to the society and brief columns, and also Doris Palmer Payne, who writes an occasional feature article. These young women read proof for the mechanical department.

MUCH NEWS COMES FROM OUTSIDE

News comes, also, from a big staff of special correspondents scattered over the great Midland empire. More will be told of them in another article. An important source of the news, of course, is the telegraph services. A huge volume of this

"wire copy" comes into The Herald and News office over teletype machines which chatter away in a special "noise-proof cabinet"—a Herald and News invention—at one end of the editorial rooms.

The Associated Press wire starts at 6 a. m. and runs until 3 p. m., when the United Press machines begin ticking on a run that continues until 12 midnight.

The AP wire is filed out of Seattle and Portland—that is, the main run of news is put on the wire from those points. Other points on the Oregon circuit, however, such as Medford, Roseburg and Eugene, "break in" on the wire with local copy that is of general interest.

A teletype is a sort of typewriter, operated by impulses started on the wires from filing points. Typewritten copy comes out of these machines, ready to be edited and turned out to the linotype operators. This is news that comes from all over the world—the news that starts with datelines such as: ROME, July 5 (AP)—, or PORTLAND, August 22 (UP)—.

Much more copy comes over these wires than any newspaper can use. For one thing, new stories are constantly superseding those already on the wires. The news editor in such cases must wait until he knows he has a story that will best carry through, and he can lead that with late bulletins if developments still demand attention.

The wires run steadily, and are filled with vast numbers of stories of varied interest to give the local editors ample selection. From this huge supply they must pick that which will fill the space available in the paper to the best advantage of its readers. That space fluctuates daily and even hourly according to the amount of advertising the paper carries, according to the volume of local news, and according to the amount of the paper which should be allotted to pictures.

Keeping "on top" of the wire service is a grueling, relentless job. It is, also, an extremely informative job, for the wire editor reads constantly news of every imaginable kind from every imaginable source, all of which never reaches the readers of any single newspaper.

KLAMATH FALLS DIVIDED INTO BEATS

For local coverage, the managing editor of The Herald and News has divided the city into "beats" which are assigned to the various members of the staff. In addition, each receives certain general assignments not belonging to any particular beat. The reporter circulates on his beat and the street with his eyes and ears open, picks up all the news he can find, and returns to the office to write it.

The Herald and News news staff is a compact, cohesive organization, working in close team work with no "prima donnas." Collaboration between reporters to piece together a story is commonplace. Information is exchanged across the desk, some one is assigned to write it, and the story is quickly put on paper.

It is then dropped in the copy basket. Bremer, the news editor, soon has it in front of him. He reads it, inserts subheads, corrects errors in typing or text, and judges its value in relation to the value of other news clamoring for a place in the paper. He then writes a headline on it, designating the beat by number. The first word or two of

the head and its number are written on the top of the story. This is the "catchline" used by the printers to get heads and stories together in the back shop. Bremer then sends the copy out to the linotype machines, where the story is set up in type, ready to be inserted in its designated place in the paper.

Picture copy is suggested by members of the staff or by the general public. A vast number of picture tips are received by these newspapers, and they are always welcome. The size of the picture to be used and its location are decided by the managing editor. Pictures may be produced locally, of local scenes, or they may come in "mat" form from the big picture services operating on a world-wide scale. More about pictures in another article.

The public, likewise, is extremely helpful in supplying tips or information on news stories. The Herald and News telephones constantly ring to bring in news from readers. Such help is gratefully received, whether it concerns a "personal" or the biggest story of the year.

Next—Covering the Midland Empire.

NOTED LECTURER TO SPEAK AT CHURCH

Ernest Linwood Hawkes, of Los Angeles, internationally-known lecturer, will be at the First Presbyterian church each night until Sunday, October 6.

Hawkes is an astronomer of some note, and illustrates the heavens on a large screen using pictures made for him by the Carnegie Institute of Washington, D. C., by the world's largest telescope. His projector is also the largest made, and brings the moon to within 60 miles instead of 238,000. The polar ice caps of Mars; four of Jupiter's moons; the huge rings of Saturn; great towering geysers of flame in color from the sun; the gorgeous coronas; immense sun-spots; spiral globular and planetary nebulae; island universes, and huge star clusters, all hold the breathless attention of his audiences.

In addition to these demonstrations are made by his lucite rod; magic eye and photo-electric cell; sound recording and reproduction; ultra-violet ray revealing gorgeous coloring in what appear to be just ordinary rocks; the polarization of light, and a 14,000 volt device by which he holds and lights two 300 watt lamps while holding them in his bare hands.

His appearance is under the auspices of the Salvation Army, and last evening many of the local pastors with their wives and families, gathered at the home of Adjutant Bowyer for a preview of some of these interesting features. Hundreds of thousands have been thrilled by such demonstrations at both of the world's fairs.

Admission will be free and Hawkes appears nightly at 8 o'clock including Saturday.

12 KLAMATH BOYS PLEDGED AT OSC

Twelve Klamath county boys were among the 243 students pledged as the first rush period for Oregon State college fraternities ended Monday.

Among them were Donald B. Wells, Delta Sigma Phi; Warren Porter, Kappa Delta Rho; Robert E. Durbin, Lambda Chi Alpha; Earl C. Reynolds Jr., Phi Delta Theta; Robert A. Pope, Sigma Alpha Epsilon; Robert J. Harrington, Sigma Nu; Roger D. Forsyth, Theta Chi; Calvin P. Lamb and Leo Molatore, Theta Xi, all of Klamath Falls, and the following three students from Merrill: Jack Liskey, Randall Pope and Richard S. Chuck, all pledged to Theta Chi.

ARRESTED

LOS ANGELES, Oct. 1 (UP). Dr. Frederick Ernest Aughagen, scholarly, 40-year-old native of Germany and reported to be a former Columbia university professor of languages, was arrested by federal agents Monday on a charge of transporting obscene literature from Chicago to Los Angeles.

Plant lice sometimes lay eggs and sometimes bring forth their young alive.

MYSTERY AT MIDNIGHT
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All Home Talent
Sponsored by Methodist Ladies
THURSDAY (1st Show—7 p. m., 2nd Show—8:45 p. m.)
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For Your Information

AAUW Class—The flower arrangement class for members and friends of the American Association of University Women, will meet at 10 o'clock Wednesday morning in Room 222, Klamath Union high school. Mrs. E. D. Lamb is the instructor.

The most complete and exclusive lines of toiletries and cosmetics are at Currin's.

ANW to Meet—Mrs. Wilbur Jones will entertain for members of the Art Needle Work club at her home on High street Wednesday afternoon at 2:30 o'clock.

Altamont Home Ec—The Altamont grange Home Economics club will meet at the home of Grace Goodrich on Wednesday, October 2, at noon for a potluck luncheon and meeting. All members are urged to attend.

20-piece pottery sets, \$3.95.
\$7 value. Art and Gift Shop.

Auxiliary—The regular meeting of the American Legion auxiliary was scheduled for 7:30 o'clock Tuesday night in the Legion hall. All members were urged to be prompt in attendance.

Midland Home Ec—The Midland Home Economics club will hold a card party at the grange hall Saturday night, October 5, at 8 o'clock. The public is invited and pinocle and "500" will be played with scores awarded. Members are asked to bring card tables and also pies.

Meeting Planned—A meeting of the Midland Home Economics club is scheduled for Wednesday afternoon, October 9, at the home of Mrs. Travers at 2 o'clock. All members are requested to be present.

Spinet pianos for rent. Apply rent to purchase later, if desired. Louis R. Mann, tuner, Derby's, 120 N. 7th.

Altamont Grange—The Altamont grange is sponsoring the third of a series of six pinocle card parties on Wednesday at 8 p. m., in the community hall on Garden avenue. The public is cordially invited to attend.

Young Grangers—The Klamath Pomona Young Grangers of America will hold a regular meeting in the Midland grange hall Wednesday at 8 p. m. There will be a party following the business meeting and a white elephant sale is also planned. All members are asked to bring white elephants. Several of the state YGA committee chairmen will be present at this meeting.

Degree of Honor—The drill team of the Degree of Honor lodge will meet Wednesday at 10 a. m. for practice.

Jolly Neighbors—The Jolly Neighbors club will meet Wednesday at the home of Mrs. Ben Trippett, 429 North Third street, instead of at the home of Mrs. Laura Taylor as previously announced. Friends and members are invited.

Altar Society—The regular meeting of St. Mary's Altar society will be held in the parish hall Wednesday at 7:30 p. m. A potluck supper will be served at 7 p. m. Members are requested to attend.

Townsend Meeting—Townsend club No. 1 was to meet Tuesday evening, October 1, at 8 p. m. at the KC hall.

Townsend Auxiliary—The Townsend club auxiliary will meet at the community hall in Mills addition Wednesday at 1 p. m. Potluck luncheon will be served. The birthday of Vern Richards will be celebrated.

IF REMEN ANSWER ONLY ONE ALARM

October the first dawned a bit foggy but with fairly good prospects and the boys in the city fire department looked over the September report book with a great deal of satisfaction.

But one alarm, and that false, was received by the department since September 16. This is considered an exceptionally good record.

Bananas to a total of \$28,000,000, are imported into the United States annually.

Light, Fluffy Biscuits
EVERY TIME WITH **Schilling** BAKING POWDER
Piping hot biscuits taste as good as they look if you use Schilling Baking Powder. Double-acting—made with pure cream of tartar—never leaves any "baking powder taste!" For over half a century, Schilling has been relied upon for successful baking and true economy!

MILDRED TEARE IS SPUD QUEEN

MERRILL—"Queen Mildred the First" will reign over the seventh annual Klamath Basin Potato Festival October 18 and 19.

Her rule began at midnight last Saturday when the results of the race for the crown were announced at the queen's ball by Robert Walker, chairman of the contest. Miss Teare, dimpled and smiling acknowledged the acclaim of her subjects at one of the largest dances ever held in the community hall.

School in England

Miss Teare, daughter of Mr. and Mrs. Malcolm Teare is the entrant sponsored by the Bonanza Garden club. She is a senior in the Bonanza high school and with the exception of four years that she spent in England, where she attended school, has spent most of her life in Langell valley.

An honor student, she is interested in music and is a member of the high school band.

The contest for honors this year was a close one among the five contestants, four of whom will attend her majesty during the two-day fete.

Attractive Court

The bevy of young women is unusually attractive this year. Two attendants, Miss Helen Hodges of Merrill, and Miss Euala Faye Woodley of Malin, are brunettes. Miss Maxine Barks, Tulake, and Miss Ruth Durant, Henley, are blondes. Miss Hodges was sponsored by the Palm cafe, Miss Woodley by the Malin Garden club, Miss Barks by the Tulake chamber of commerce and Miss Durant by the Henley Cash store and the Henley Service station.

Queen Mildred will be crowned during the annual banquet to be held in the high school gymnasium Friday evening, October 18 and with her attendants will be guest of the Merrill Service club, sponsor of the festival, at several affairs planned in her honor.

Tulake

Mrs. Fred Taylor was a recent tonsillectomy patient in Klamath Falls.

Teachers of the Winema school, the Carr school and both the elementary and high school in Tulake were guests of honor of the Tulake Parent-Teacher association at a reception held in the grade school last week. Mrs. Jess Brown, president of the PTA, extended the greeting from parents of the students. Refreshments were served after an evening's entertainment to about 100 guests.

A freshman return party made a gay time for students in the high school Friday night with the program including dancing, band music, a violin solo by Dora Schindler, vocal number by James Cornell and a clarinet number by Harry Coulson. Jerry Gresham was chairman of the entertainment committee.

Ray St. John, junior manager of the Tulake game refuge, who has accepted a transfer to the land acquisition division of fish and wild life service, Albuquerque, N. M., was honored before his leaving with an informal get-together at the home of Mr. and Mrs. C. G. Fairchild. Following an evening of cards, refreshments were served to Mr. and Mrs. Cecil Coker, Mr. and Mrs. Hans Nelson, Mr. and Mrs. Tom Kadous, Mr. and Mrs. Clark Fensler, Mr. and Mrs. E. W. Staunton, Mr. and Mrs. B. C. Schultz, Mr. and Mrs. P. C. Bergeman, Mr. and Mrs. George Frey, Mr. and Mrs. R. R. Rowan, Mr. and Mrs. Ernest Knight, Mrs. Simmons, Mrs. Overlake, Klamath Falls, Donald Boyd, William Kendrick, David Clark, Louis St. John, Lew Fairchild, the guest of honor and the hosts.

Mrs. Almo Newton is spending a few days in Portland where she is transacting business for the Winema nursery and where she will visit also with her daughter, Miss Ruth Newton.

Dancing every night Macdoal Tavern. Our hostesses good dancers.

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