

KLAMATH FALLS, OREGON, SUNDAY, OCTOBER 22, 1961

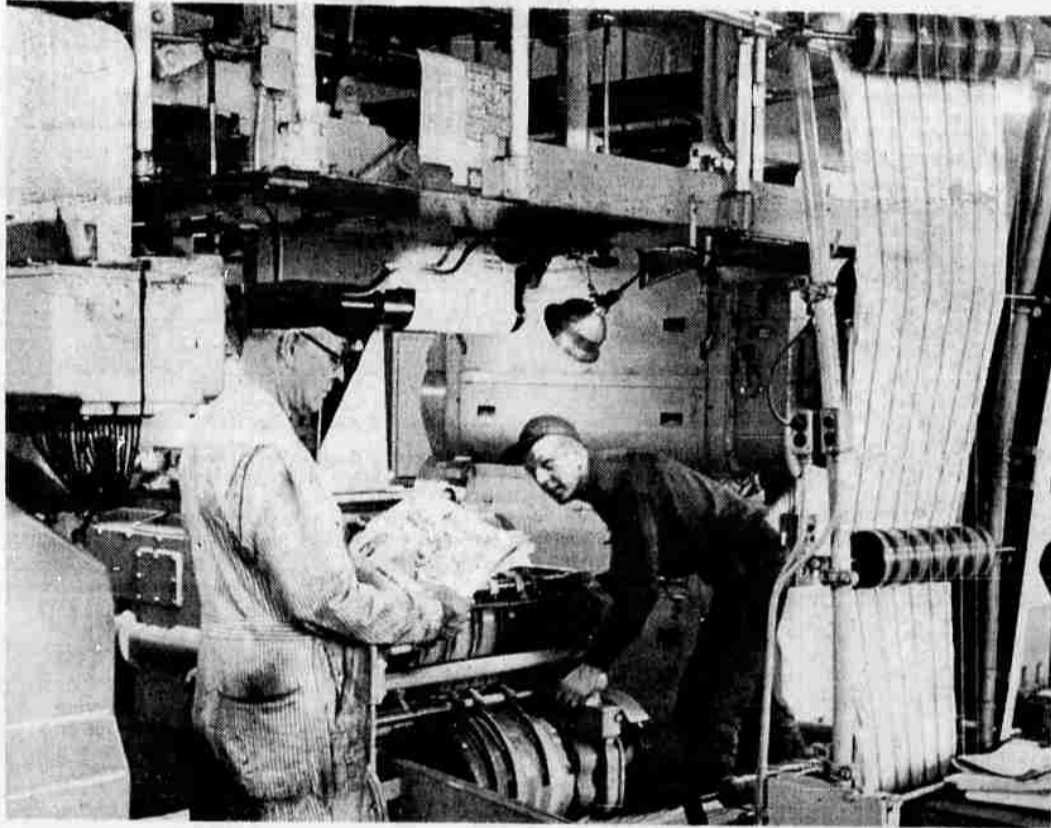
Nation Celebrates National Newspaper Week



NEWS STAFF — The long, arduous task of compiling the news of the area is handled by this crew, shown at work during a planning session on the day's news. Left to right, Guy Farmer, courthouse reporter; Andy Mershon, general assignment reporter; Mrs. Helen Bechen, society editor; Mrs. Helen Mershon, correspondent editor and church editor; Wes Guderian, news editor, and Floyd Wynne, managing editor. Not shown is Ruth King, food editor and general assignment, and Wayne Scott, sports editor.



ADVERTISING — Displaying the commodities of the community in appealing form is the task of the advertising department. Here, some of the crew are shown working on ad layouts. Left to right are James Allen, J. A. McDonald, advertising manager, and Jack Judd. Others of the department not shown are Jack Pearson, Arnold Migliaccio, Beulah Cottar, Jeanette Hayden and Advertising Director "Deb" Addison.



OFF THE PRESS — As the day's paper rolls off the big 32-page Hoe press, it is carefully checked and rechecked at intervals. The press has a capacity up to 36,000 papers per hour, and can print three colors and black. Here, at left, Press Foreman E. S. (Buster) Bramlett checks a paper while assistant foreman Larry Glaw reaches for another from the end of the press run. The papers are sent up the rollers and off to the delivery room.



CLASSIFIED ADS — Want ads are quickly written in this department. Lost and found, for sale, for rent, for hire, all these items and more find their way into the classified ad section where they are carefully phrased by this competent crew. Left to right, Anna Marie Eck, Mrs. Edna Killmeyer, Classified Ad Manager Hubert Totton, and Mrs. Nona Cleek.

It has been said that a newspaper is the "conscience of a community."

This is a description which any deserving newspaper is willing to accept.

It is a challenge that must call forth the most vigilant and militant effort that the people who combine talents to create your daily newspaper can muster.

For six days out of each week, more than 100 persons work together here at the Herald and News in a smooth team collecting the information on what is happening around the world and transforming it into the printed newspaper that is dropped on the doorstep or picked from the newsrack by you, the public.

Each day the editorial department, which is the news nerve center of the newspaper, takes the pulse of the community. Staff members find out who was born in the hospitals, who became ill, who died, who became involved in accidents or other legal difficulties, who held social functions, who was getting married, what clubs were meeting, what the school boards or the city councils or the county courts did, and a hundred other activities that happen every day in our community.

While the staff explores the community of Klamath Falls for news, correspondents in other cities in Klamath and Lake counties of Oregon, and Siskiyou and Modoc counties of California are doing likewise in their communities.

Rapidly the events of the most recent hours are pulled together, written in cogent form and then start the long process toward becoming a part of the printed word in the day's edition of the newspaper.

While the news staff is gathering the stories, the advertising department works to keep the public abreast of the latest products available, the latest developments in the commercial world. They, too, take the commercial pulse of the community and in turn transmit their findings to the public with the day's advertising.

Smoothly, the flow of news and advertising rolls into the mechanical department of the newspaper. Let's follow the flow of a news story on its way to the press, and to your home.

First, after details of the story are gathered by the reporter, they are woven together into story form to give you all the pertinent facts. After it is typed, it goes to the news editor who adds an appropriate headline to that story and then selects the page and the position that story is to fill in the day's edition.

Then, it goes to the proofroom where it is punched out on the teletypewriter machine which punches tape much like the perforated rolls that used to be used on player pianos.

This tape is then run off on a linotype machine which converts the impulses into metal, line by line. While some machines are used for teletypewriter tape, other linotypes are operated by hand.

After the story is in metal, it is then proofed. In this process, the type is inked, and a copy taken on paper. This copy, in turn, returns to the proofroom where it is read for errors and corrections marked. It then returns to the "bank" where corrections are later made. It is then matched up with the appropriate headline for that copy.

and it is placed in the paper where the news editor has indicated.

When a full page is completely made up, that page is then sent to the stereotyper where a composition mat of special material is used. The mat is placed atop the type face, and then, under tremendous pressure, the type is impressed on the mat. From there, it is re-enforced, baked, and then molten metal is used to convert the matted impression back into a semi-circle cylinder which, in turn, fits on the press at the proper space for that day's paper.

That simplifies the procedure, but each story must have the same treatment as it rolls from reporter to you in the form of your daily newspaper.

At each stage of its development, that news story is subject to checks and more checks; spelling, punctuation, details, all are subject to examination and re-examination.

In an average 12-page newspaper, there are more than 60,000 words that must go into news stories alone, in addition to advertising and pictures.

At every phase of the day's development of the newspaper, the clock is an important observer. The average day's paper is developed between 5 a.m. and noon. Seven hours, packed with carefully documented action, and equally careful handling.

An exacting business, the press is also a demanding business. The search for truth and accuracy is unending.

While not always the most popular stand, it is the duty and obligation of a newspaper to point out abuses of public authority or situations needing correction in the community, and to militantly campaign on behalf of the best interests of that community.

"This is where the phrase, 'conscience of a community' comes in.

But, in addition, the newspaper is also the "biography of a community." Those who have lived in the area of that newspaper can find their lives traced out in its columns. Their birth noted in the vital statistics column; their school activities and graduations noted in the news and society columns; their civic activities or political and social life also delineated in its pages. Their marriage, other achievements, their honors, yes, and their obituaries, all will be carried in its pages.

As the pulse of the community beats each day, its actions are transformed into the words that combine to spell out the day's news in their newspaper.

And even as the local and regional news is gathered, newspapermen and women the world over are busy compiling the news of every corner of this globe and transmitting it in turn to the chief news-gathering sources, the Associated Press, and the United Press International. Here it, in turn, comes to the Herald and News by teletype and competes with local news for proper space in the day's edition.

A complicated process today, the newspaper world has evolved from a one-man shop with a tray full of type to a complex organization of more than 100 people locally and hundreds of thousands the world over joining forces

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EDITOR AND PUBLISHER — Overall head of the operation of the Herald and News rests on the shoulders of Bill Sweetland, shown here at his desk. A long-time member of the newspaper fraternity, Sweetland came to Klamath Falls in 1960 from Kalispell, Mont., where he was editor and publisher of the Daily Inter Lake. In addition to his duties as publisher, he is editor of the editorial page which includes his three-times weekly column, "Nothing Special."



ENGRAVING — The delicate task of converting pictures into metal for printing in the day's newspaper is one that is handled expertly by these two men. At left is Ernie Hedlund, chief engraver, and at right, his assistant, Doug Napier. A member of the H-N staff for many years, Hedlund is one of the most qualified engravers in the newspaper world today. Here, they compare the negative and the original photos.



DEAN OF STAFF — Ruth King is one of the longest-term members of the editorial staff. Currently she handles the food pages, women features, obituaries and other assignments. Newspapering has been her life's work. She went to work for the Herald and News in 1932 shortly after coming to Klamath County. She has handled every phase of newspaper work from that of a beat assignment reporter on up through society.



DAY'S NEWS — Each morning, Frank Jenkins, consulting editor of the Herald and News, digests the events of the day and converts it into simplified language that is easily understood. His column has been carried on the front page of the Herald and News ever since shortly after he purchased the newspaper in 1931-32. Here, he works on his daily column, "In The Day's News."