

The Inside Story



OF THE **Bangor Daily News**

Declaration of Principles

At this time it seems fitting to reassert and reaffirm the policies and principles that over the years have made the NEWS Maine's favorite daily newspaper.

Sixty-six years ago the Bangor Daily News, a brash newcomer to the Maine journalistic scene, announced:

"We intend to pay especial attention to all events in Bangor and Eastern Maine; trusting that by the aid of journalistic enterprise . . . to greatly forward all interests in this magnificent section just now awakening from its dormant condition and realizing that resources of a great country are here in the confines of half a state."

One year later on its first anniversary, the NEWS summed up its policies:

"The NEWS will keep right on doing what it has done, standing up for right and fighting wrong, even if it happens to be the underdog as is so apt to be the case, defending the down-trodden and advocating with all its might the best interests of Bangor and Eastern Maine. More than all that it will continue to give all the news of day, every day; without fear or favor."

On these principles a great newspaper was built.

To these principles, so courageously set forth by our predecessors, we who work here now rededicate ourselves.

Furthermore we pledge to try at all times to publish an independent newspaper, free to support those principles and those candidates of any party who are capable of contributing most to the welfare of this area. We will constantly strive to keep you, our readers, fully informed on the events of the day, giving all the available facts and presenting both sides of every question.

Being only human we will occasionally make mistakes. In this we ask your forgiveness and understanding that in all our efforts your best interests are always our main concern.

We pray that around this building will grow an increasingly healthy, peaceful and prosperous community and that we may continue to serve you all, long and faithfully.

Richard K. Wanner
Editor and Publisher



It's the last page to be made up, but it's the first one seen—that's the front page. It's held until the very last minute to cover late news breaks and bulletins.

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O N O L O G Y

1815—Bangor Weekly Register established.

Feb. 12, 1834—Bangor established as a city.

July 1, 1834—Bangor Daily Whig established.

June 18, 1889—Bangor Daily News founded by Thomas J. Stewart.

1895—J. Norman Towle and Edward D. Blake assume control of the News, marking the start of the Towle family control of the NEWS which still exists today.

March 3, 1900—Bangor Daily News and Bangor Whig and Courier combined to form the Bangor Daily News.

1929—Fred D. Jordan becomes Publisher of the NEWS.

1936—NEWS brings Associated Press wire-photo service to Bangor.

1947—Lillis Towle Jordan assumes control of paper on death of her husband.

1955—NEWS moves to modern plant at Main and Buck Streets.



Nov. 12, 1918

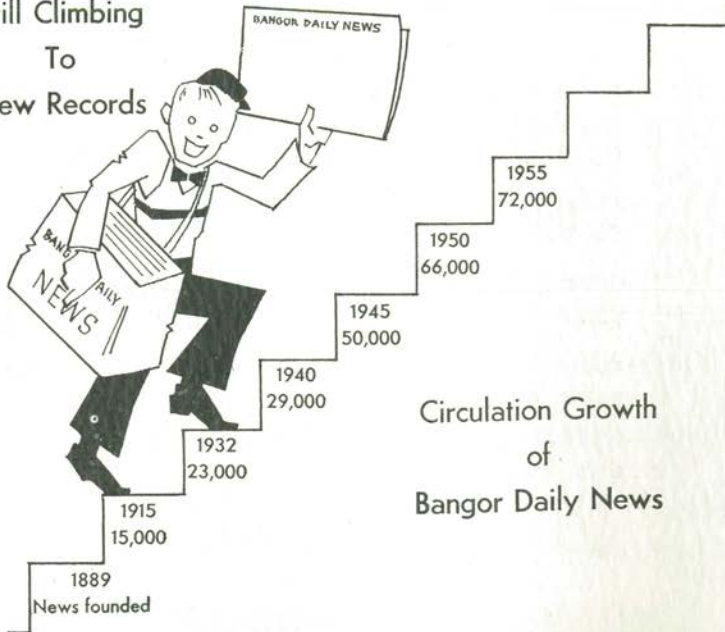
DAI NIPPON SHINBUN
 大日本新聞
 In Plain English

JAPAN QUIT!

Tokyo Accepts Unconditional

Aug. 15, 1945

Still Climbing
 To
 New Records



Circulation Growth
 of
 Bangor Daily News

THE BANGOR DAILY

Take a background of Whig conservatism and combine it with the impetuous "be first at any cost" philosophy of a brash young newcomer to the field, and you have a picture of Maine's largest daily newspaper, The Bangor Daily News.

There was nothing in the docile and precise beginning of the Bangor Daily Whig on July 1, 1834 that gave any hint it was destined some day to become the greatest newspaper in its state and attract national journalistic attention.

From a circulation of 2,000 and a Web press that would print 1,000 papers an hour, the NEWS today has grown to a circulation of 72,000, printed on a new Hoe super speed, four unit, color convertible press, capable of printing, folding and cutting 45,000 papers per hour.

How did this newspaper get its start?

Bangor's first newspaper, the Bangor Weekly Register, was established in 1815 and out of this grew the Bangor Daily Whig in 1834. For more than 50 years the Whig was a good newspaper of the "old fashioned" type. It exempli-

NEWS STORY

fied the conservative principles of the Whig party then in power in Maine. It was a dignified paper, cautious and precise.

Then came the transfusion. On June 18, 1889, Thomas J. Stewart, a great shipping owner, decided he would like to go to Congress, and he invested heavily in a newspaper that was called the Bangor Daily News.

The typographical twin of James Gordon Bennett's famous New York Herald, The Bangor Daily News was an immediate sensation. Whatever it did, it did well—and first. If a story cost money, never mind, the News got it.

Although brand new in a highly competitive area with three other daily newspapers, the NEWS kept taking the journalistic giant steps that set the pattern for the years to follow.

It was the first newspaper in Maine and east of Boston to be printed from stereotyped plates and it had the first Web press—using rolls instead of sheets of paper.

While the News was stirring up this journalistic cyclone in Bangor, the Whig and Courier

continued its dignified and influential way, lending steadiness, among other things, to a bustling young city that boasted one of the busiest ports on the Atlantic Coast.

It was on March 3, 1900, that the Bangor Publishing Co., publishers of the Whig and Courier merged with the Bangor Daily News and took its present name. These two journalistic enterprises were united to form a great newspaper, destined to become the largest in Maine.

Almost from its beginning, the Bangor Daily News looked beyond Bangor for some of its future. Then, as now, local correspondents helped make The Bangor Daily News a leader in the home town dateline, a position it proudly maintains today.

"The state," wrote our first editor, "is thickly dotted with our special correspondents, on guard in every village and town."

There was a place for national and international news, too. The NEWS was the first newspaper in New England to receive daily



May 8, 1933

G-MEN KILL BRADY AND PAL

One of America's Most Widely Hunted Desperado
Trio Taken Alive as Guns Roar in Heart of Bangor's
Business District—Federal Agent Wounded as

Oct. 13, 1937

New York Herald cablegrams of happenings all over the world.

This newspaper has occupied four homes in its history. The original home of the Whig and Courier was on the site of the present site of the Eastern Trust and Banking Company building on State Street. After combining with the NEWS, the paper moved to 150 Exchange Street, and then to 170 Exchange Street where it was a fixture for years in a rapidly growing community.

In August of 1955 the NEWS moved into its new home at 491 Main Street, one of the most modern and complete newspaper plants in the United States.

Like any other business, the paper has had its share of troubles. It survived two floods and two fires, including the disastrous one of April 30, 1911, which destroyed a great part of the city. The NEWS building was saved that day, but it lost all light and power. Yet, by one of those examples of newspaper enterprise that

doesn't seem possible, the NEWS was printed on schedule the next morning.

The growth of the Bangor Daily News since its merger with the Whig and Courier is one of the outstanding stories of the newspaper business.

It started when the late J. Norman Towle and Edward H. Blake of Bangor acquired control of the newspaper in 1895. Upon the death of Mr. Blake, Mr. Towle became sole owner. The paper has remained in the family ever since.

Under the influence of Mr. Towle the paper increased its circulation from 2,200 to 23,760 by 1932. When Mr. Towle's health failed in 1929, a son-in-law, Fred D. Jordan, assumed general direction of the paper.

With the aid of a carefully picked staff, Mr. Jordan made major changes in the newspaper. It was newer in format, bigger, even more alert than its namesake. Yet it was the same aggressive seeker of news with pride in its pioneering qualities. It dared to do things first and it prospered.

It attracted attention in the trade, too. A nationally-known columnist characterized The Bangor Daily News "as one of the most unusual newspaper in the United States." From other highly placed people in the writing profession came more approval—and amazement that so

much could be packed into one newspaper.

It didn't take Maine readers long to recognize The Bangor Daily News as an outstanding paper. In 17 years from 1938 to 1955 the circulation of the NEWS has more than tripled from 23,857 to more than 72,000 daily.

Upon the death of Mr. Jordan in 1947, his wife, Lillis Towle Jordan succeeded him as president and publisher of the newspaper. Mrs. Jordan employed the same sound, progressive newspaper tactics used by her husband and this formula helped to build a still bigger and better Bangor Daily News.

Mrs. Jordan retired as publisher in 1955 but still remains as president of the company. Her son-in-law, Richard K. Warren, was named publisher after several years as assistant publisher.

Now operating in a modern plant with the best of facilities, the NEWS is looking forward to a brighter future in a progressive and expanding section of Maine. It is the hope of the newspaper that it can now serve the people of Maine even better than in the past as Maine seeks to progress in step with the rapidly expanding nation.

Although he died several years before the NEWS reached the stature and position it enjoys today, the late Lawrence W. Smythe, editor of the NEWS for more than 40 years and a



July 26, 1939

newspaperman for 62 years, summed up the faith in the future when he wrote:

"We can't say more for the future than that we face it hopefully and with confidence in yet happier days and greater things to come—for the NEWS, for Bangor, for Maine, for all of us.

"The veterans of the fourth estate will pass, their labors done. Others will take their places and the chronicle of life continues. There will be a greater Eastern and Northern Maine and a better Daily News.

"The past is a closed book, a tale that is told, a memory that is treasured by those of us who lived in its sunshine and who survived its storms. Men come and men go, but in the making of a newspaper there is no end. Hands tire, eyes grow weary, but there must, ever and always, be chapters of life's story. There must be more copy. The printers stand ready and the press waits. The paper must be up with the sun. The light of the NEWS has never failed through all its years.

THE MAKING



The busy editorial newsroom of the NEWS. This is the nerve center of the paper—where the news is gathered, edited and started on its way to you.

OF A NEWSPAPER

May 13, 1932

News is our business.

The success of the Bangor Daily News in gathering and printing this news is reflected in its rapid circulation growth—from 23,000 in 1930 to 72,000 within 25 years. Publishing this news is probably the most complex business known to man, a fact that can't truly be appreciated until it is seen from the inside.

Most businesses can be run according to long range plans mapped out well in advance. Not so in the newspaper business. Newspapers must deal with intangibles: the break of the news, the run of advertising, and a great variation in the demand for newspapers.

These factors must be considered before the day's production schedule can be determined. The exact size of the paper is never known until the advertising department has scheduled all of the advertising for that issue and the news department has the night's volume of news.

The Bangor Daily News, for instance is produced by five tightly-welded and interlocked departments—editorial or news, advertising, business, mechanical, an circulation. Without any of these, none of the others could exist.

Much of the tremendous cost of publishing a newspaper must be paid by advertising. Ad-

vertising requires circulation. And mass circulation can only be achieved by the most effective presentation of news, pictures, features—and advertising.

Beyond the news itself, readers look to the Bangor Daily News for many things—

1. For background material, news interpretation and opinion as presented honestly and forcefully in editorials, or by staff or syndicated columnists.
2. For the entertainment and relaxation offered by the comics, cartoons and other lighter features.
3. For information, instruction and helpful advice on many subjects.
4. And—very important—for the buying information and variety of value-wise shopping news found in the advertising columns. Here are the exciting new products and ways to better living.

All of these wanted services are offered by your Bangor Daily News. Here, more than 200 men and women devote full time to producing your morning paper. One hundred part-time correspondents assist in gathering the news. Another 800 carrier boys and hundreds of news dealers are needed to deliver it to you.



PAGE 10

How the News Is Told

It is the business of a newspaper to gather and print the news—accurately, impartially and completely.

To gather the news of every significant happening in the State of Maine, in New England, and in the rest of the nation and the world has been the purpose of this newspaper since the day it was founded.

Let's tell the story of that news. How it is gathered from the near and far corners of the world, printed while you sleep, and distributed in the early morning hours to the 72,000 NEWS families from Fort Kent to the coast.

Up-to-the-minute news and the most newsworthy news pictures pour into the NEWS in a never ending stream. All of it, whether it occurs on Main Street in Bangor or the farthest reaches of Africa, come into the newsroom—the nerve center of the newspaper.

There is a special election in Aroostook County—or in Germany; a trial in Japan or a traffic case in Calais; a ship in distress in the South Pacific or an accident in Camden; a film queen is divorced in Reno—and a Skowhegan girl marries a Dover-Foxcroft man. These are the events that NEWS reporters are looking for.

Top: One of the battery of eight Associated Press and local teletype machines speeding state, national and world news into the newsroom of the NEWS.

Lower: Through the night the reporter works to assemble his facts and bring them to you in a smooth, easy to read story.

By local teletype wires, telephone, the globe-circling wires of the Associated Press and by mail, some 300,000 words of news flow into the NEWS every day. By comparing this figure with the number of words in an average novel (70,000 to 90,000) you get some idea of the magnitude of the newsgathering organizations of the NEWS. Since this is obviously too much to print, editors and their assistants comb this for the news which is most significant and what Maine readers want to read. This insures readers that they are getting the cream of the news—always thoroughly and interestingly told.

Managing Editor John W. Moran directs the complex news production of the Bangor Daily News. Under him work a staff of departmental editors, including city, state, sports and telegraph editors.

News of Bangor and Brewer and the immediate Penobscot County area is gathered largely by the city desk reporters under the direction of City Editor Kalil Ayoob. These reporters blanket the two cities, covering the principal news centers—police stations, fire stations, hospitals and the like. They also have regular “beats,” the City Hall, court house, federal offices and other spots where news stories may be in the making.

At the scene—sometimes it isn't a pleasant duty, but the reporter must get the story for his paper.

Bangor Daily News
 Fresh Troops Stream
 Onto Normandy Coast
 Reinforcements Bolster
 Allies; Germans Losing
 Touch With Front Units

June 7, 1944

To insure speed on a fast-moving story, a reporter will get his facts, rush to a phone and call the city desk. In the newsroom another reporter or rewrite man takes the call, gets the facts, and then writes the story while the reporter on the scene stays with the story, ready to report any news developments as soon as they happen.



MAIL, PILOT KNOWN AS "FLYING FOOL" HOPS OFF AT 7:52 FRIDAY MORNING

MISSISSIPPI FLOOD
PERIL THREATENS
FIVE NEW PARISHES

Over St. John's, N. F.
Friday Night on
Schedule Time

Hope That News the Atlantic And Eight Months
Last Time It Shows After the Take-off at
Barnstable Field, New York Line
and at Coast Guard Station
and Coast Guard Station

PACKAGES NOT
CANDIDATE FOR
PRESIDENCY

May 21, 1927



Pictures Tell the Story

The Bangor Daily News has a staff of four crack news photographers on duty day or night to cover any story or emergency that may arise. Their only duty is to take and develop pictures. As always in covering news, speed is very important. NEWS photographers can develop a picture in four or five minutes, and in another two minutes can have a print on the city editor's desk. A picture taken downtown can be published in the NEWS and be on the newsstands in less than an hour.

Besides pictures taken by staff photographers locally, NEWS reporters in the bureaus at Calais, Rockland, Skowhegan, and Presque Isle are equipped with cameras and give the paper excellent coverage of all outstanding news events in their area.

The best of foreign and domestic news pictures are available to the NEWS through the facilities of the Associated Press wirephoto network. Through the modern miracle of the AP Photofax machine, the NEWS receives a constant flow of the top news pictures of the day in its newsrooms. Within a matter of seven or eight minutes, a picture can be transmitted to Bangor from any point in the U.S.A.

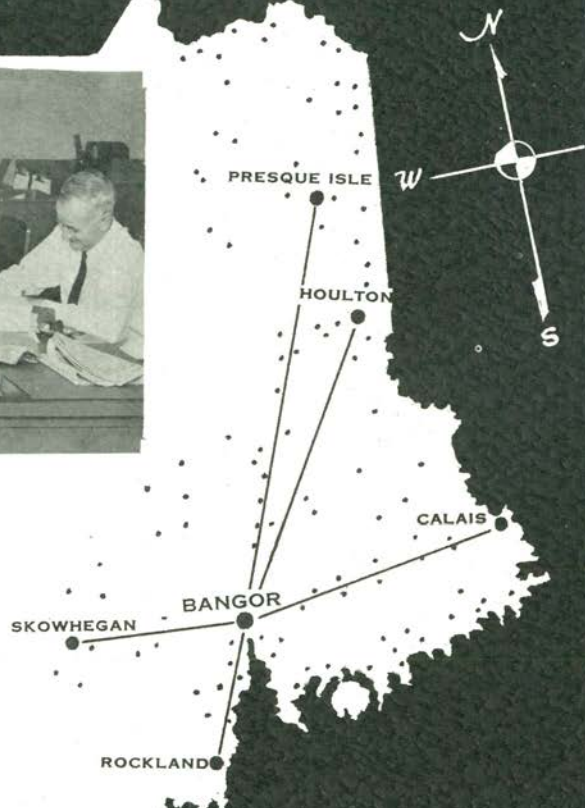
The miracle of AP Photofax . . . The top news pictures of the day streaming in to the NEWS, minutes after they have been taken in remote corners of the country.



To insure complete and the fastest possible coverage of Eastern and Northern Maine, the NEWS has established bureaus in strategic points throughout the state. Trained staff reporters and assistants operate NEWS bureaus in Calais, Presque Isle, Houlton, Rockland and Skowhegan.

Also dotted in more than 100 Maine communities are NEWS correspondents who cover the local happenings and home town news which has always been a trademark of this newspaper.

Thousands of words flow into the state desk daily from these bureaus and correspondents. State Editor Elmer Ingalls and his staff edit these stories, write the headlines, and send them on to be set in type.



**NEWS Bureaus
Cover the State**



News of the Bangor-Brewer and immediate Penobscot County vicinity rolls into the city desk, the hub of the newspaper. Reporters cover their "beats" during the day, write their stories at night, always with an eye peeled for that "big" story that may break at any second.

The world's greatest news agency, the Associated Press, gives the NEWS complete coverage of world-wide happenings.

This national and international news comes to the telegraph editor who picks out the more important stories. The telegraph editor, along with the state editor, city editor and sports editor then confer with the managing editor over which stories should be used on page one. This conference takes place nightly to determine how the night's news will be handled.

Every story is checked to be certain it is clearly and concisely written, that names are spelled correctly, that proper titles are given and that the story contains no errors.

It is this emphasis on accuracy that is the newspaper's primary responsibility to the public—and no Bangor Daily News reporter ever for one minute forgets it.



Aug. 7, 1945

Closely linked with the state and city desks are the various editors who cover particular fields of news requiring specialized attention.

These include sports, society, politics, pictures, drama and women's news. These departments are directed by men and women who are recognized authorities in their fields, many of them are household words in thousands of Maine homes.



Proof readers check copy for mistakes in composition. Every story is checked thoroughly before it goes into the paper.

INSIDE YOUR BANGOR DAILY NEWS

The news and features, the men and women that make "Maine's Largest Daily Newspaper"

There are many reasons why your Bangor Daily News today is the largest and most widely-read paper in the state.

NEWS reporters and photographers have won several awards for courageous and distinguished coverage of the news. This crack team of newspapermen have brought important "news-firsts" to Maine readers. An example was the vigilance shown in 1939 when the NEWS spent months investigating the State of Maine's financial structure, declaring in front page stories that "something was wrong in Augusta." For weeks the NEWS fought the "Battle of Augusta" single-handed, was ridiculed, accused of politics and told it was wasting time. But on April 10, 1940 it happened, Controller William A. Runnells shot himself and the now famous "Runnells Case" was in the headlines to stay for more than a year.

The NEWS was one of the few papers of its size to have a staff man on duty overseas in World War Two. The, then, Managing Editor, John M. O'Connell, Jr., toured the European front, sending back news of Maine boys and what they were doing. His stories won for him and his newspaper national publicity.

There are scores of other instances where NEWS reporters have roamed throughout the state and nation to bring the story back to NEWS readers, first and best.

The NEWS today offers alert and complete news coverage, more features, and a sparkling array of national and local columnists. This is the all-star lineup that makes the NEWS Maine's best-liked, most-wanted daily newspaper.

These Top Columnists

DAVID LAWRENCE • WESTBROOK PEGLER • DREW PEARSON
GEORGE SOKOLSKY

These columnists, recognized as the tops in their field, bring you their commentary on the world news daily in the NEWS.

For on the spot news coverage of the Washington scene, the NEWS employs the Buckley-Griffin news service to give Maine readers up-to-date stories of what's happening in the nation's capital.

35 Comics and Cartoon Panels



Terry Lee



Smilin' Jack



Dick Tracy

DICK TRACY • SMILIN' JACK • TERRY AND THE PIRATES
plus
JOE PALOOKA • ORPHAN ANNIE • THE PHANTOM •
MANDRAKE • BEETLE BAILEY • ALLEY OOP • STEVE
CANYON • BLONDIE • BUZ SAWYER • FRECKLES

And Many Others

Complete Sports Coverage Daily



Leavitt



Osborne

The NEWS has always been a favorite with Maine sports fans for its complete coverage of the local as well as national sports' scene.

BUD LEAVITT—Co-Sports Editor and author of the column "Outdoors" which brings the latest in fishing, hunting and outdoor news to Maine readers.

OWEN OSBORNE—Co-Sports Editor who views the sports picture daily in his column, "Speaking of Sports." Owen is a special favorite with the local sports fan for his informative reporting of Maine sports.

WOODY BIGELOW—Schoolboy sports and Little League baseball are his "beat."

STUART HASKELL—Local baseball and the ever-popular schoolboy scene get his attention.

Covering the Newsfronts



Hannan



Arnold

ANNE HANNAN—Writes the local drama news plus covering her city "beat."

WAYNE ST. GERMAINE—Has scored many big "news firsts" in his many years with the paper as the City Hall and police reporter.

LORIN L. ARNOLD—His "beat" is the Maine political world and his Saturday column is a popular favorite in Maine—plus the staff of the city and state reporters, always on the alert both in the city and throughout the state.

For the Family Reading Pleasure



Wilson



Remington

ROGER REMINGTON—Down the Road • **ON THE MAIN(E) STREET**—By the City staff • **LEONARD LYONS**—The Lyons Den • **DOROTHY KILGALLEN**—The Voice of Broadway • **REV. NORMAN VINCENT PEALE**—Confident Living • **JAMES J. METCALF**—Portraits • **HENRY MCLEMORE**—Your Morning Smile • **DR. GEORGE W. CRANE**—Test Your Horse Sense • **ELEANOR WILLIAMS**—Tips for Teens • **ELSIE HIX**—Strange As It Seems • **E. E. EDGAR**—Famous Fables • **EARL WILSON**—It Happened Last Night • **HEDDA HOPPER**—Looking At Hollywood • **WALTER WINCHELL** • **NEAL O'HARA**—Take It From Me.

Features for Women



Penley



Schrumph

NELLE PENLEY—Woman's Editor

BROWNIE SCHRUMPF—Latest in cooking and food news.

IDA JEAN KAIN—Your figure with interesting tidbits for the diet-conscious reader.

E. L. ILG and L. B. AMES—Child Behavior and how your child reacts through his important growing years.

RUTH MILLETT—Fairly Spoken

ALICE BROOKS—Latest in style and patterns.

Bangor Daily News
 Published Daily
 except on Sundays and Public Holidays
 25¢ PER COPY
 10¢ PER COPY
 10¢ PER COPY

ROOSEVELT DEAD

Harry S. Truman Sworn
 As Nation's President
 In Solemn Ceremony



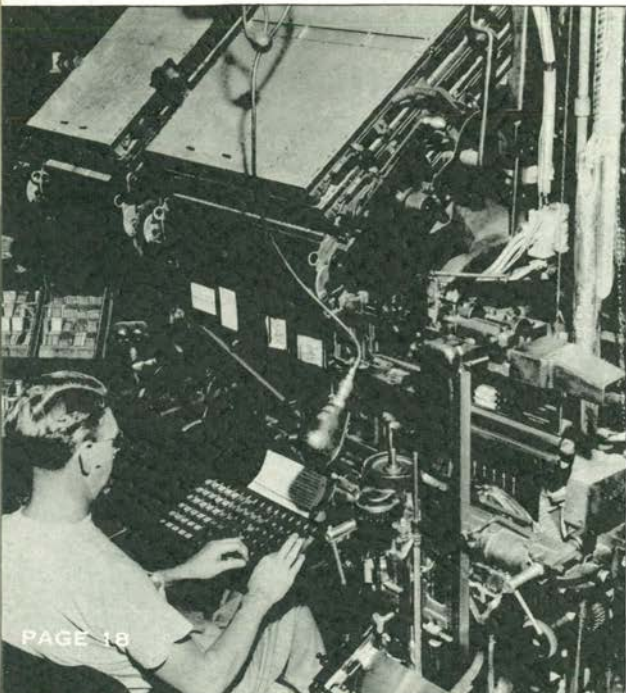
**Cerebral Hemorrhage Strikes
 Down Nation's Wartime Leader
 At Warm Springs Retreat**

WARM SPRINGS, Ga., April 12 (AP) — President Franklin D. Roosevelt died peacefully today at 6:10 p. m. after a cerebral hemorrhage.

His body was taken to the U.S. Capitol in Washington for a state funeral.

Vienna
 Cut Off By

April 13, 1945



The first step in converting the typewritten "copy" into the final newspaper format is taken in the composing room.

Copy is converted into type on the linotype machine. These typesetting machines automatically cast slugs of metal from brass molds that are assembled together in lines by the machine operator. The operator depresses one key on his keyboard and this releases one brass mold from a magazine which contains 1,500 of these molds. The machines cast molten type metal composed of lead, tin, and antimony against these brass molds, automatically trimming the line to the correct size.

The Bangor Daily News uses 16 of these linotype machines for the large volume of news and advertising that must be set into type. In order to keep up with the demands, the NEWS employs both a day and night crew to man the machines 16 hours a day.

The type is set, many times faster than by hand, on this intricate linotype machine. It is one of 16 such machines in use throughout the day and night at the NEWS.

Larger type is produced on the Ludlow machine in much the same manner. The very large type is cast of hardened metal in a machine, set into lines by hand, and used over and over again. After the type has been set, it is placed into metal trays called "galleys" and pulled through a proof press. The proof readers examine these proofs closely to look for errors in the composition as well as errors in punctuation, grammar and fact.

After the type, the engravings and the ads have been readied for printing, they are arranged in place in page sized forms called "chases" which are strong, steel frames with screws and wedges for locking all the type in position. Position of the news and the ads or the "makeup" of the page is first calculated on paper, called a "dummy." The pages are now ready for the stereotype room.

Make-up men assemble news stories and ads and arrange them in their proper position in these page forms. The page is then "locked up" and is ready for the stereotypers.



Sept. 7, 1901



WAR WITH SPAIN IS ENDED

RELEASED BY THE WAR
DEPARTMENT



PROTESTS AGAINST THE
WAR

Aug. 13, 1898



PAGE 20

Preparing Type for Printing

It would be impossible to print 75,000 copies of the Bangor Daily News—with its many pages—from flat pages of type. So a modern newspaper is printed on a rotary press from semi-cylindrical plates.

First, a reproduction called a matrix or a “mat” is made of the type. A moist, blotter-like paper is placed on the page form and then rolled under almost a ton of pressure to the square inch. On the mat appears a deep impression of every line of type and of each engraving in the form.

The mat is placed in a scorching hot baking machine. Here it is dried and shaped to fit the curvature of the casting box. The mat is then placed in the casting box where about 75 pounds of molten metal at 600 degrees are forced against it. In about 22 seconds, an exact cast of the page is made and ejected from the auto-shaver, trimmed so that it will fit on the press.

After the page has been “locked up” a cardboard-like mat is made of it. Rolled under tremendous pressure, the mat bears a clear impression of every word, headline and picture.

TWO HUNDRED AND SIXTY LIVES SACRIFICED ON THE MAINE.

Captain Sigbee Sillan as a General and Does Not Run the War "Tender".

THE BATTLESHIP MAINE



Wreck of the Battleship Maine Sunk 18th the Water Carriers the Superintendant.

Feb. 17, 1898

Making the Engravings

Pictures are important to a newspaper and one of the most intricate operations is the transformation of a photograph into a metal "cut."

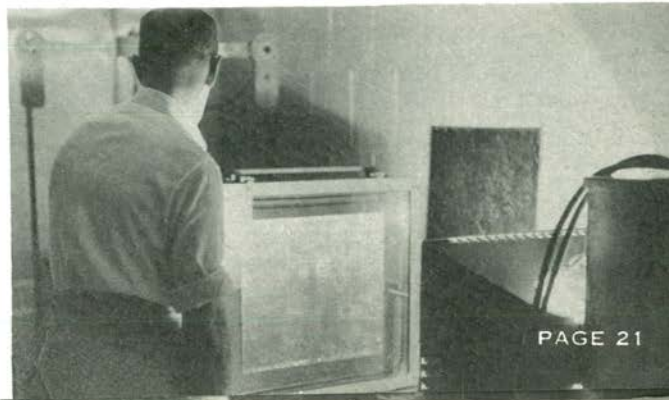
Picture reproductions made from all photographs and from drawings that contain gray in addition to black and white are called "half-tones." Reproductions from straight black and white only are known as "line engravings."

First step in making engravings is to reproduce the picture or drawing by photography. In a line cut the drawing is exposed to a film in the same manner you would use in an ordinary camera. In a half-tone the film is exposed to the film negative with a screen similar to a fly screen between the film and the picture to be copied.

This screen is much finer than the ordinary screen. The screen breaks the picture in hundreds of fine dots on the film negative. These various size dots with the white paper showing through are what actually create the picture when it is printed.

A sheet of zinc is treated with a light-sensitive coating and the film is printed on the zinc. The zinc is then given an etching bath of nitric acid and the part of the zinc that was not exposed to the light etches away and the dot image remains to form the printing plate. After they are etched to the proper depth, the plates are cleaned and the excess metal cut away. The cuts are now ready for the page forms in the composing room.

In the engraving room the pictures are converted into metal plates in order for them to be printed in the paper.





ADVERTISING

Display advertising salesmen and other ad department employees work with national and local concerns—helping them prepare newsworthy advertisements for NEWS readers. Advertising copy is often as eagerly read in a newspaper as the news stories themselves.

IS ALSO NEWS

Advertising is also news,—news of where readers can get the most for their money in the way of comfort, goods and services they are seeking. And advertising is as eagerly read as the lead story on page one. There are many people, in fact, who will scan the news casually, but make a thorough study of the ads.

The Advertising department of the Bangor Daily News is directed by Advertising Director Andrew J. Pease. To adequately serve each advertiser, the NEWS maintains three distinct advertising departments—local, national and classified.

Classified ads are the want ads—such as “help wanted” or “house for sale” ads. They are called classified because they are divided into many different classifications according to the products or services offered or sought.

Salespeople and telephone want ad takers make up the classified staff. Local advertising representatives sell space directly to local advertisers, while an additional staff works with the paper’s national representatives in handling national accounts.

The NEWS advertising artist works on his ad layout for a customer, always keeping in mind that advertising, as well as news copy, must be appealing and easy to read.



June 23, 1938



THOUSANDS FLEE AS RAGING BLAZE SWEEPS BAR HARBOR

Several Fires Leave
Hundreds Homeless As
Fire Strike Towns

Fire Destroys Over 3500
Fanned Resort Feared
Doomed; Boats, Cars
Used To Escape Flames

Oct. 24, 1947



A staff artist is also available along with copy writers to help local advertisers with their ads. Another service is the carrying out of research and statistical market survey work.

When each day's Bangor Daily News is planned, advertising is positioned first and news copy is later set around it.

Laying out the advertising each day is the job of the advertising layout girl. She figures out which ads go where and, of course, works very closely with each of the three advertising departments to learn how much space they each will require.

She then totals up the amount of advertising space which has been contracted for, and this is balanced with the prescribed amount of space that is allotted daily for news copy to determine how many pages will be in the paper that day.

The ad department is always making constant checks to improve the effectiveness of newspaper advertising and to make it easier and more pleasant to read.

Putting the ad together. The ad make-up man in the composing room follows the instructions of the ad layout girl as to type, size and content of the ad as he converts the copy into type.

On to the Press

The NEWS is printed on a new Hoe Super Speed press, capable of printing, cutting and folding 45,000 papers an hour. This new half million dollar color press will print a 64-page paper in one operation.

The curved plates which were made in the stereotype room are locked on the cylinders of the presses. Newsprint is fed between these rotating cylinders which are automatically inked. For printing with color, separate plates are made and used for each color.

The huge rolls of paper are located in the paper room beneath the presses and are fed into the press through a very intricate webbing system. The paper is fed into the folding machine which gives the paper the center fold, cuts the pages, and folds the complete paper from side to side. By simply pushing a button the presses begin to roll, slowly at first, but steadily growing in momentum with a thunderous roar. A steady stream of newspapers, 750 a minute, flow on the conveyors to the mailing room.

The completed mat of the page is next cast into a curved metal plate in this casting box. 75 pounds of molten metal, heated to 600 degrees, is forced against the mat and a cast is made in 22 seconds.



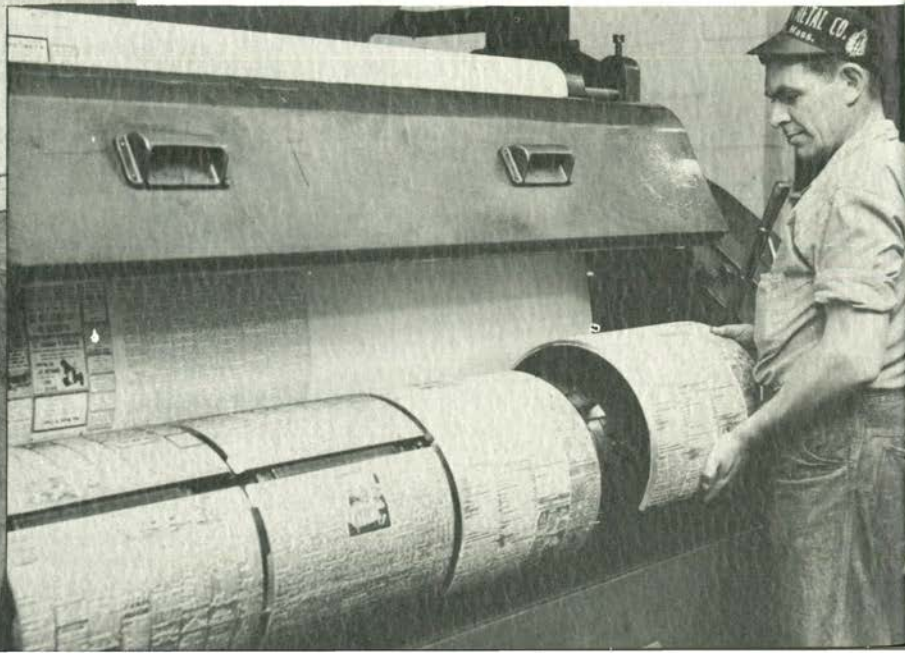
Aug. 17, 1935

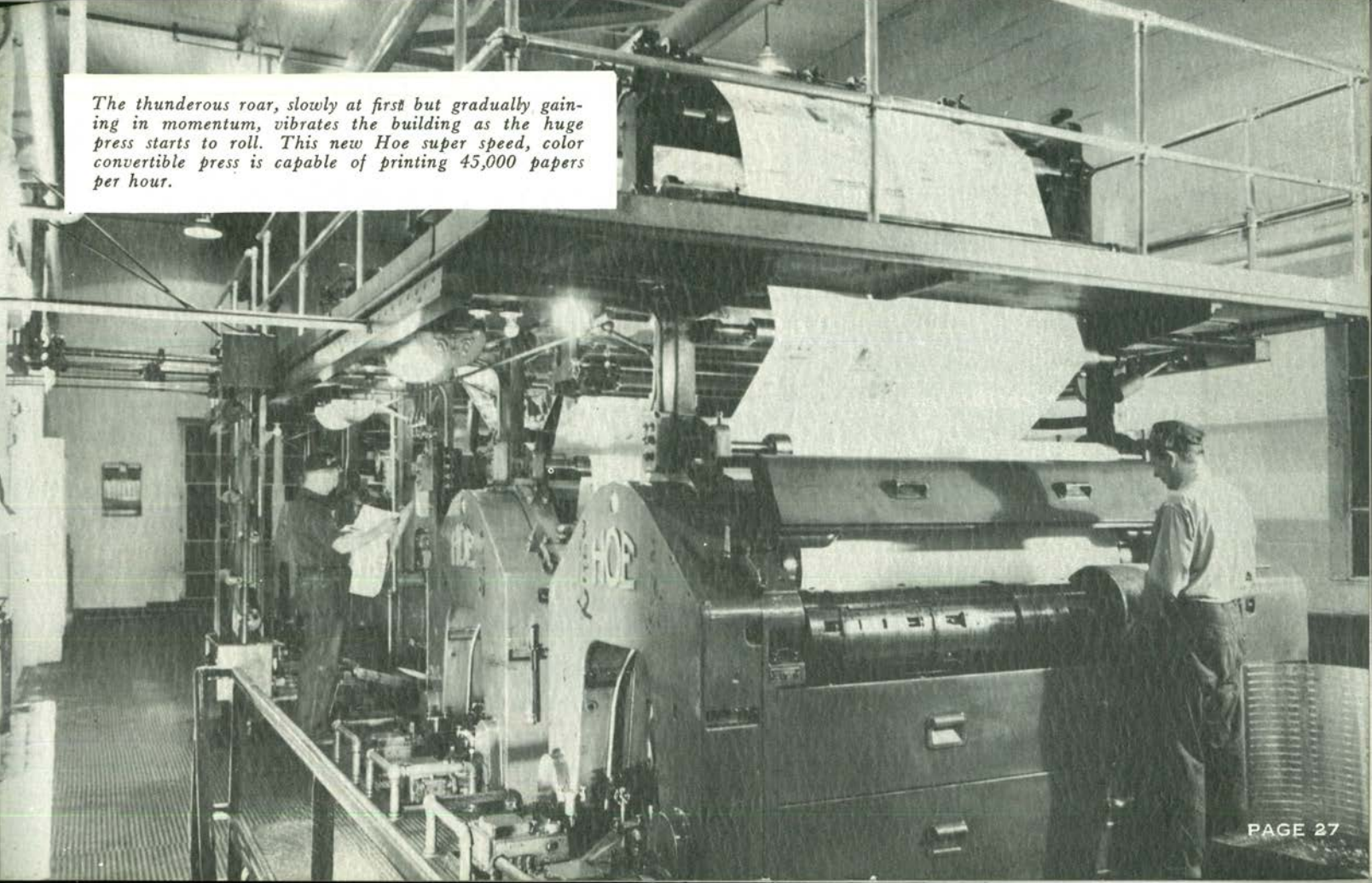




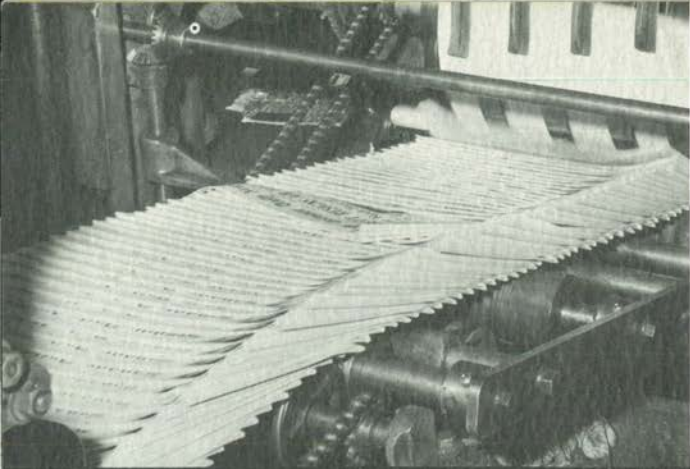
Left: These are the rolls of paper that feed the press. Newsprint used by the NEWS in one year would be enough to encircle the globe more than twice.

Lower: The pages of the paper, now cast into curved, metal plates, are placed on the cylinders of the press in the last step before the presses roll.





The thunderous roar, slowly at first but gradually gaining in momentum, vibrates the building as the huge press starts to roll. This new Hoe super speed, color convertible press is capable of printing 45,000 papers per hour.



Getting Ready to Mail

The race against time reaches a crescendo in the mailing room—first step in the distribution process. Within a few hours thousands of papers must be readied for mailing, loaded on trucks, delivered to railway depots and delivered to newsstands and carrier boys.

A fleet of 14 trucks is poised and ready to carry papers to every corner of Northern and Eastern Maine. The first truck to leave the mailing room heads towards Aroostook County to make sure that readers in Fort Kent and other Northern Maine towns have their newspapers at the morning breakfast table.



Upper: Rolling off the press, all cut, folded and ready to read at a rate of 750 a minute.

Lower: The race against time gains momentum in the mailing room as the crews get the papers ready for the trucks.



Off for Aroostook is this truck, the first of 15 to be loaded and sent to the far corners of Maine to insure that NEWS readers get their papers on the morning breakfast table.



April 5, 1917

How the News Gets Home

After the ads are sold and the news is reported, after the type is set and the paper is printed, its still a man-sized job to sell and distribute more than 70,000 copies of the Bangor Daily News each night.

All told, nearly 2,000 people have a part in keeping the papers moving from the presses to the public. The NEWS utilizes every means of transportation at its command to insure that the paper reaches your doorstep as soon as possible, always within a few hours after it leaves the composing room.

The vast sales and distribution force that handles this operation is directed by the Circulation Manager. A large circulation staff is on duty in the office to take subscriptions, check your change of address, and prepare the mail list for the following day.

Circulation distributors—16 in all—operate as independent businessmen and handle the dis-

Portraits

By James J. Metcalf

Your Carrier

Your carrier is just a boy . . . Who hopes some day to be . . . A good and useful citizen . . . In his community . . . He brings the paper to your door . . . In sunshine and in rain . . . And tries his best to show no sign . . . Of weariness or strain . . . He makes collections faithfully . . . And keeps his own accounts . . . And as his savings slowly rise . . . His self-assurance mounts . . . In school he pays attention to . . . The lesson of the day . . . And when he has some time to spare . . . He turns to healthy play . . . Your carrier is just a boy . . . Who does the best he can . . . To grow in strength and character . . . And serve his fellow man.

—This poem is from the pen of James J. Metcalf whose feature, "Portraits," appears in the Bangor Daily News.

tribution of papers both in the city area and also throughout the vast seven-county area served by the NEWS.

The distributors serve as middle men between the NEWS and the 800 carrier boys—the "Little Merchants"—and news dealers throughout the area.

Where the NEWS does not maintain home delivery or newsstand service, the paper is mailed to subscribers. But the vast majority of NEWS readers know the circulation department only through the carrier boy—800 in all—who each morning delivers tens of thousands of newspapers in Bangor and several hundreds of other Maine communities. These boys, working part time, develop confidence and self-reliance while they earn extra cash. Each boy is operating his own small business, buying, selling and handling accounts. The NEWS is proud of its carriers and the credit they reflect on the newspaper.



Publishing a newspaper is a two million dollar business and this is the business office of the NEWS where the business transactions take place. The circulation department also occupies this floor, while the offices of the General Manager, Business Manager and Circulation Manager are in the rear.

Facts Worth Knowing

In one year the 15 trucks carrying the Bangor Daily News to all corners of Northern and Eastern Maine will travel 675,168 miles—or the equivalent of 28 times around the globe.

* * *

Each year 140 carloads of newsprint—supplied by two Maine paper mills, Great Northern Paper Co. of Millinocket, and the St. Croix Paper Co. of Woodland—are used to print the NEWS. This is enough paper to encircle the globe twice.

* * *

Publishing the Bangor Daily News is of major economic importance to the area it serves. The annual expenditures of this newspaper exceed two million dollars. This money goes largely for local supplies, services and labor.

* * *

The telephone switchboard operators at the NEWS will handle an average of 1,000 long distance calls in and out of the office a month—or 12,000 a year. In addition to this there are the hundreds of thousands of local calls per year.

Service with a smile. These are the girls who operate the addressograph machines which made the address plates which send your copy of the NEWS to your home.



D I R E C T O R Y

LILLIS T. JORDAN, *President*

RICHARD K. WARREN, *Vice President and Publisher*

FRANK L. AMES, *Vice President and General Manager*

ROBERT E. KIAH, *Treasurer and Business Manager*

JOHN W. MORAN, *Managing Editor*

ANDREW J. PEASE, *Advertising Director*

RAYMOND J. COX, *Mechanical Superintendent*

ARTHUR E. MCKENZIE, *Assistant Treasurer and Office Manager*

ROGER W. REMINGTON, *Editorial Writer*

KALIL AYOOB, *City Editor*

ELMER S. INGALLS, *State Editor*

LORIN L. ARNOLD, *Political Editor*

OWEN OSBORNE and BUD LEAVITT, *Sports Editors*

ROBERT W. E. WALSH, *Telegraph Editor*

NELLE C. PENLEY, *Women's Editor*

ELBERT G. MOULTON, JR., *Public Relations and Promotion Manager*

LEWIS L. MCLEOD, *Credit Manager*

RAYMOND M. GOODE, *Circulation Manager*

EUGENE M. GOODINE, *Circulation Supervisor*

FREDERICK B. MCALARY, *Local Advertising Manager*

GEORGE W. BROWNE, *National Advertising Manager*

WYMAN F. RICE, *Classified Advertising Manager*

RICHMOND M. SMITH, *Composing Room Foreman*

MERRILL P. RICHARDSON, *Stereotype Foreman*

D. EDWARD THOMAS, *Press Room Foreman*

EMILE E. TRAYLOR, *Mailing Room Foreman*

LELAND COWING, *Building Superintendent*

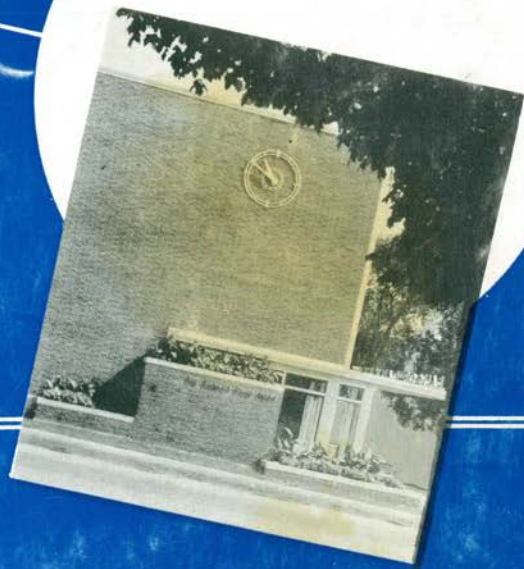
All photographs in this book were taken by NEWS Photographers Edward Baker, Carroll Hall, Daniel Maher and Norman Webb.

Cover design and art work by Tom Kane of Bangor

Bangor Daily News

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Maine's Largest Daily Newspaper



National Representatives

JOHNSON, KENT, GAVIN & SINDING, INC.

New York - Boston - Chicago - Los Angeles - San Francisco - Greensboro, N.C.