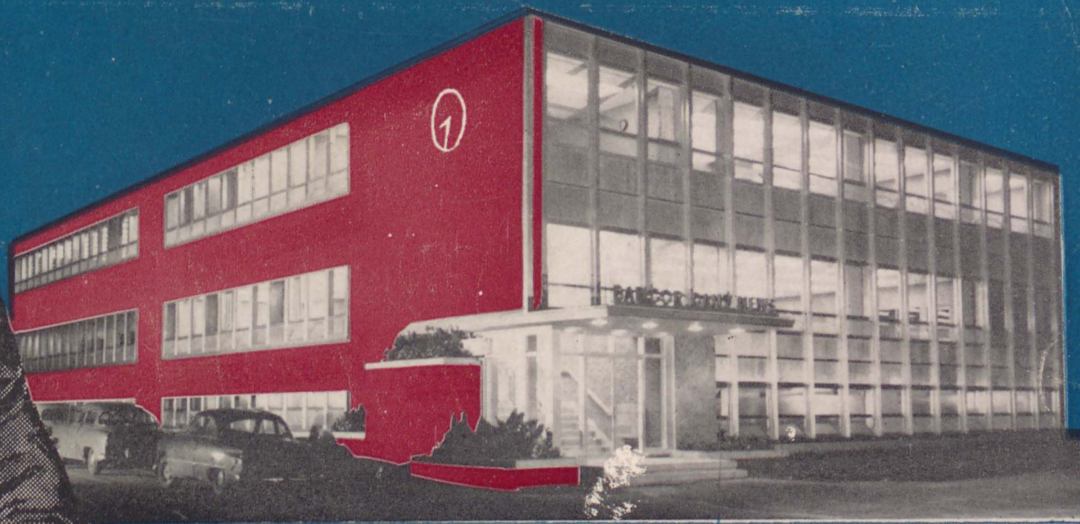


1963

The Inside Story of the Bangor Daily News "Maine's Largest Newspaper"

Bangor Daily News



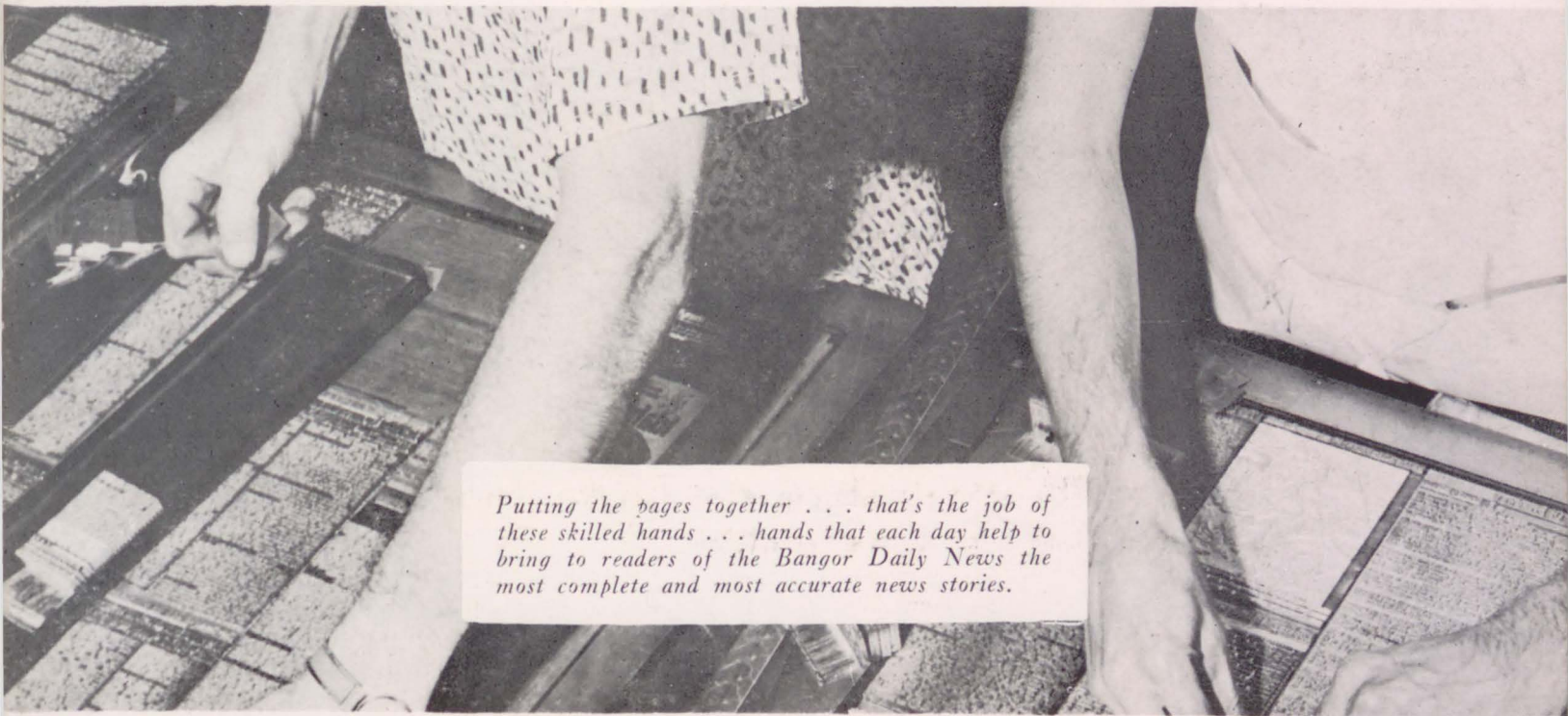
THE **INSIDE STORY** OF THE
Bangor Daily News

"Maine's Largest Daily Newspaper"

WELCOME TO VISITORS

The Bangor Daily News welcomes visitors to its plant at 491 Main Street, Bangor. Guided tours for groups totaling 20 or fewer may be arranged by mail or telephone.

Through the tours, it is hoped that the visiting public will gain a better understanding of what it takes in people, machines and material to produce a newspaper.



Putting the pages together . . . that's the job of these skilled hands . . . hands that each day help to bring to readers of the Bangor Daily News the most complete and most accurate news stories.



C H R O N O L O G Y

Nov. 12, 1918

1815—Bangor Weekly Register established.

1834—City of Bangor incorporated (February 12)

1834—Bangor Daily Whig established (July 1).

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

1895—J. Norman Towle and Edward H. Blake assume control of Bangor Daily News, marking Towle family control which still exists.

1900—Bangor Daily News and Bangor Whig and Courier join to form Bangor Daily News (March 3).

1936—Bangor Daily News brings Associated Press wirephoto service to Bangor.

1944—Bangor Daily News becomes largest daily newspaper in Maine.

1955—Bangor Daily News modern plant at 491 Main Street opened.

Small text in top left: Daily circulation 53,271
Small text in top right: The Bangor Daily News
Main headline in Japanese: わたしは日本を去る
Below Japanese: In the Plain English
JAPAN QUIT!
Tokyo Accepts Unconditional

Aug. 15, 1945

Take a background of Whig conservatism, 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 Bangor Daily News has grown to a circulation of 77,000, 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

THE BANGOR DAILY

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 exemplified 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. 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 Bangor Daily News got it.

Although brand new in a highly competitive area with three other daily newspapers, the Ban-

NEWS STORY

gor Daily 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 enterprises were united to form a great newspaper, destined to become the largest in Maine.



May 3, 1933

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 its 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 Bangor Daily News was the first newspaper in New England to receive daily New York Herald cablegrams of happenings 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 Eastern Trust and Banking Company building on State Street. After combining with the Bangor Daily News the paper moved to 150 Exchange Street,



Oct. 13, 1937

then to 170 Exchange Street where it was a fixture for years in a rapidly growing community.

In August of 1955 the Bangor Daily News moved to 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 Bangor Daily 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 Bangor Daily 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 that family ever since.

Under the influence of Mr. Towle the paper increased its circulation by 1932, from 2,200 to 23,760. 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 didn't take Maine readers long to recognize the Bangor Daily News as an outstanding paper. In 24 years, 1938 to 1962, the circulation of the News more than tripled from 23,857 to 77,000 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. 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 Bangor Daily 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 Bangor Daily News reached the stature and position it enjoys today, the late Lawrence W. Smythe, editor of the Bangor Daily News for more than 40 years and a newspaper man for 62 years, summed up the faith in the future when he wrote:



July 26, 1939

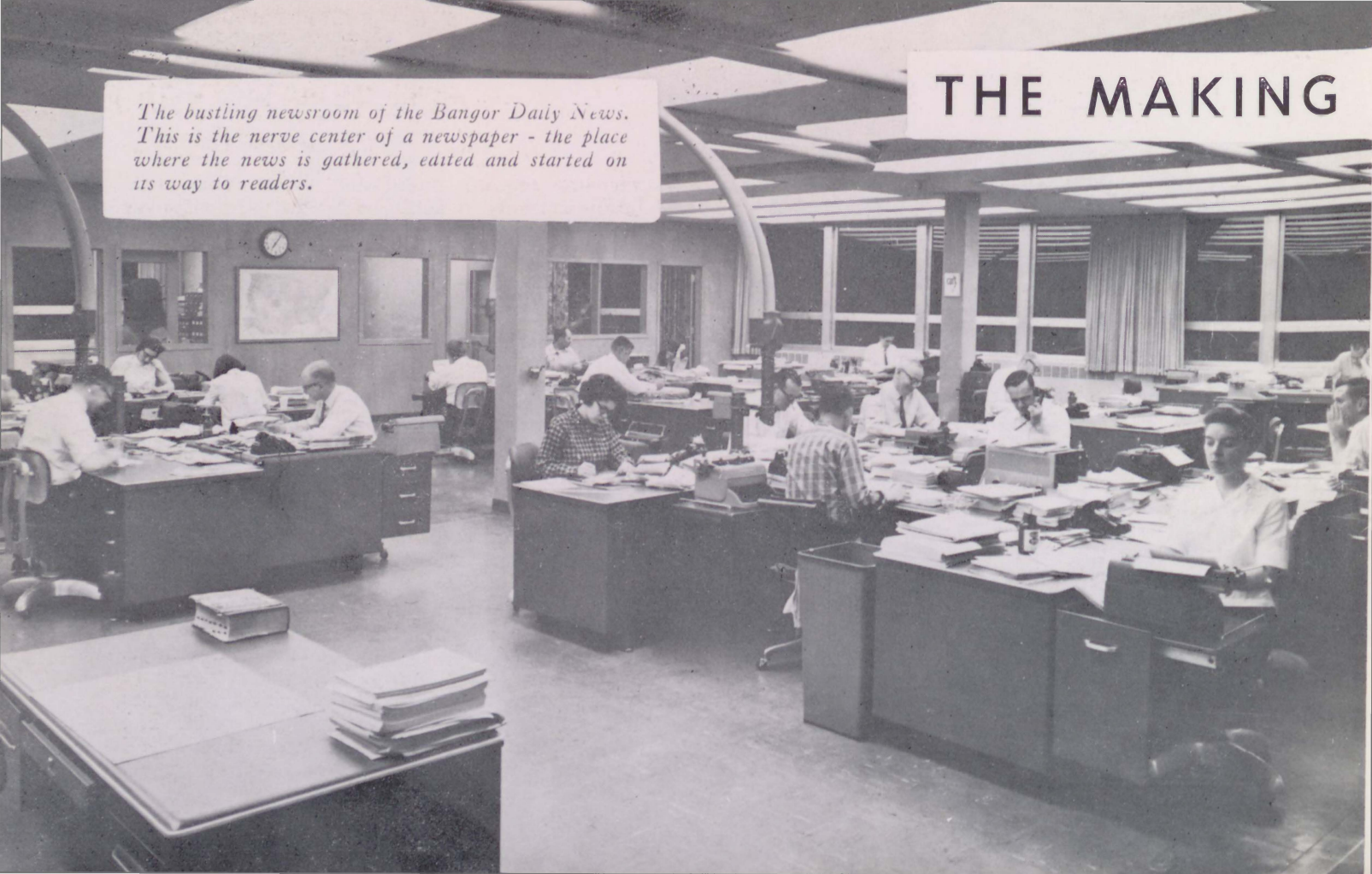
"We can't say more for the future than that we face it hopefully and with confidence in yet happier days and greater things to come — for the News, for Bangor, for Maine, for all of us.

"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 bustling newsroom of the Bangor Daily News. This is the nerve center of a newspaper - the place where the news is gathered, edited and started on its way to readers.



OF A NEWSPAPER

News is our business.

The success of the Bangor Daily News in gathering and printing this news is reflected in its rapid circulation growth. 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 and circulation. Without one of these the others could not exist.

Much of the tremendous cost of publishing a newspaper must be paid for 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 for the buying information and variety of value-wise shopping news found in the advertising columns. Here are the exciting new products and ways of better living.

All of these services are offered by the Bangor Daily News. Here more than 200 men and women devote their full time to producing the morning paper. One hundred part time correspondents assist in gathering the news. Over 1100 carrier boys and hundreds of news dealers are needed to deliver it.

May 13, 1932



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. 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 Bangor Daily News families from Fort Kent to the coast.

Up-to-the-minute news and the most newsworthy 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, comes to 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.

Upper: One of the battery of nine national, regional and state teletype machines that speed news to the paper.

Lower: 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, United Press International and New York Times News Service, and by mail, some 500,000 words of news flows into the Bangor Daily News every day. By comparing this figure with the number of words in an average novel (70,000 to 90,000) some idea can be gained of the magnitude of the newsgathering organizations of the Bangor Daily News. Since this is obviously too much to print, editors and their assistants comb this for the news which is most significant. 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 works 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”—city hall, courts, federal offices and other places where news stories may be in the making.

A city reporter obtains on-the-spot interview from 1960 presidential candidate Richard Nixon. It is typical of the way in which Bangor Daily News staff members gather story information.



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 new developments as soon as they happen.



The Bangor Daily News.

INDBERGH PIONEERING HIS WAY TO FRANCE

MAIL PILOT KNOWN AS "FLYING FOOL" HOPS OFF AT 7.52 FRIDAY MORNING

MISSISSIPPI FLOOD
PARL. THREATENS
FIVE NEW PARISHES

A Senator Pushes Water Rebuilding Plan
and Urges That the President's Message
Be Accepted. Senator Rogers and Little
Speak at Senate Session.

Senators Rogers and Little
Speak at Senate Session.



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

How Our Service the Atlantic and Eight Minutes
Less Than 12 Hours After the Launching of
Barnes' Flight. We Have Lost
and at Great Speed When
Last Seen.

RECORDS NOT
CANDIDATE FOR

May 21, 1927

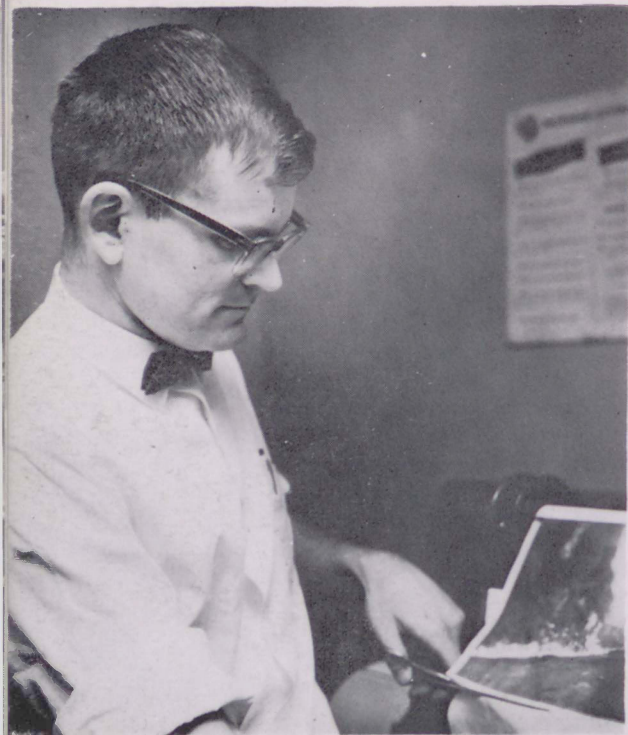
Pictures Tell the Story

The Bangor Daily News staff of crack photographers is on duty day and night to cover any story or emergency. 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 Machias, Rockland, Skowhegan, Houlton and Presque Isle are equipped with cameras and give the paper excellent coverage of all outstanding events in those areas.

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 Bangor Daily News receives a constant flow of the top news pictures of the day. 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 Associated Press Photofax brings the best news pictures of the day to the Bangor Daily News minutes after they have been taken in remote corners of the nation.

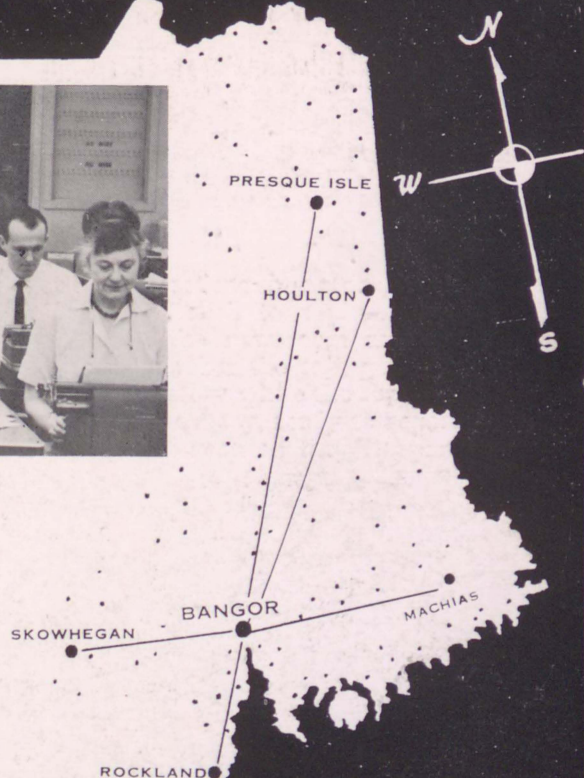




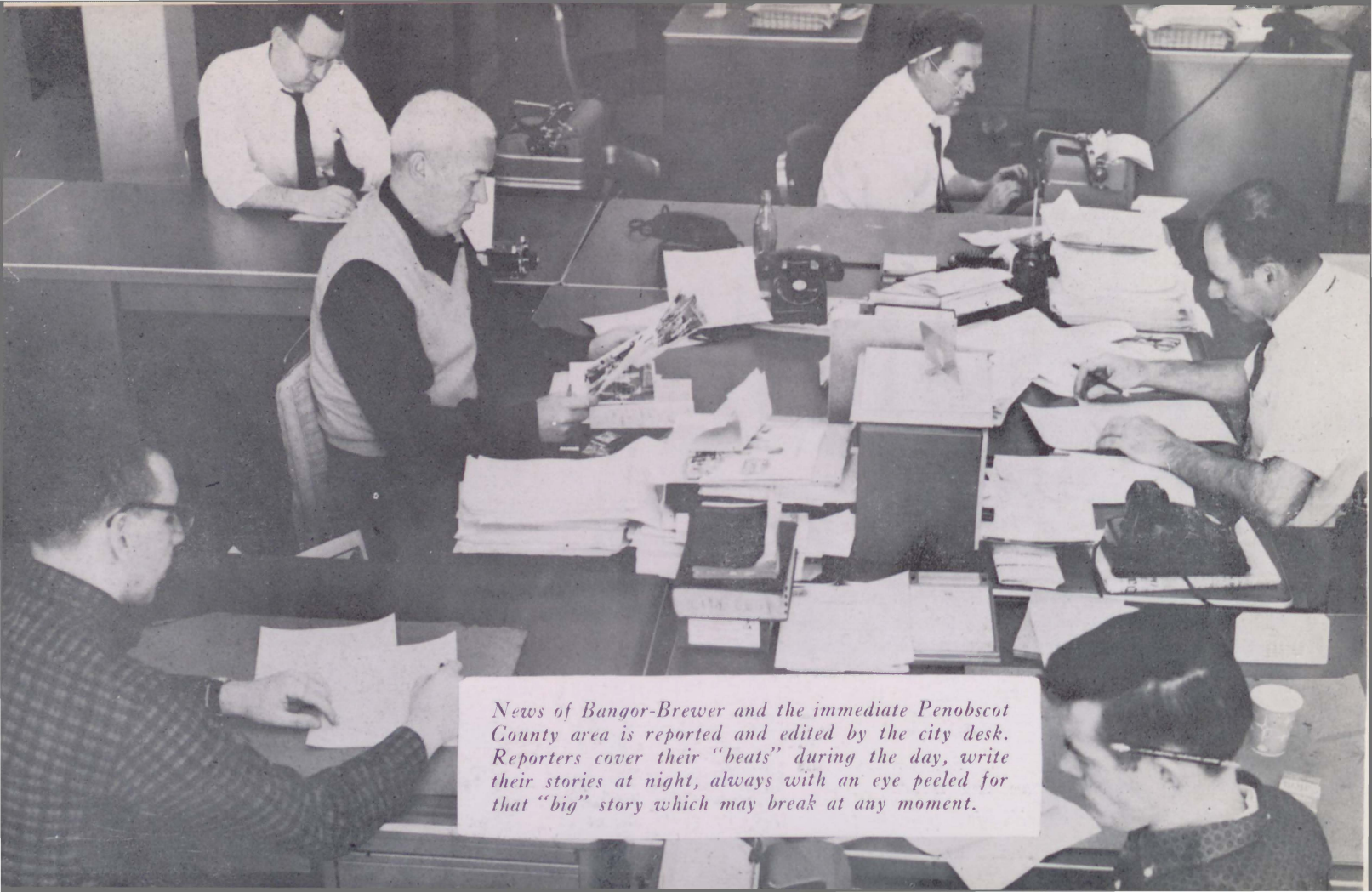
To insure complete and fast coverage of Eastern and Northern Maine, the Bangor Daily News has established bureaus in strategic points throughout the state. Trained staff reporters and assistants operate the News bureaus.

Also dotted in more than 100 Maine communities are News correspondents who cover local happenings and home town news, always a trademark of this newspaper.

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



NEWS Bureaus
Cover the State



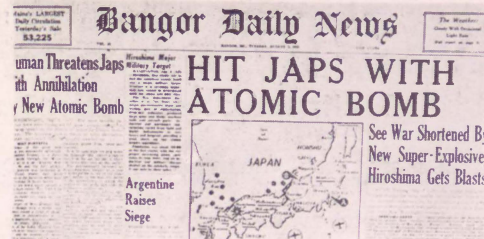
News of Bangor-Brewer and the immediate Penobscot County area is reported and edited by the city desk. Reporters cover their "beats" during the day, write their stories at night, always with an eye peeled for that "big" story which may break at any moment.

The world's greatest news agency, the Associated Press, gives the Bangor Daily News complete coverage of international happenings along with United Press International and the New York Times News Service.

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 confer nightly with the managing editor over which stories should be used on page one.

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.

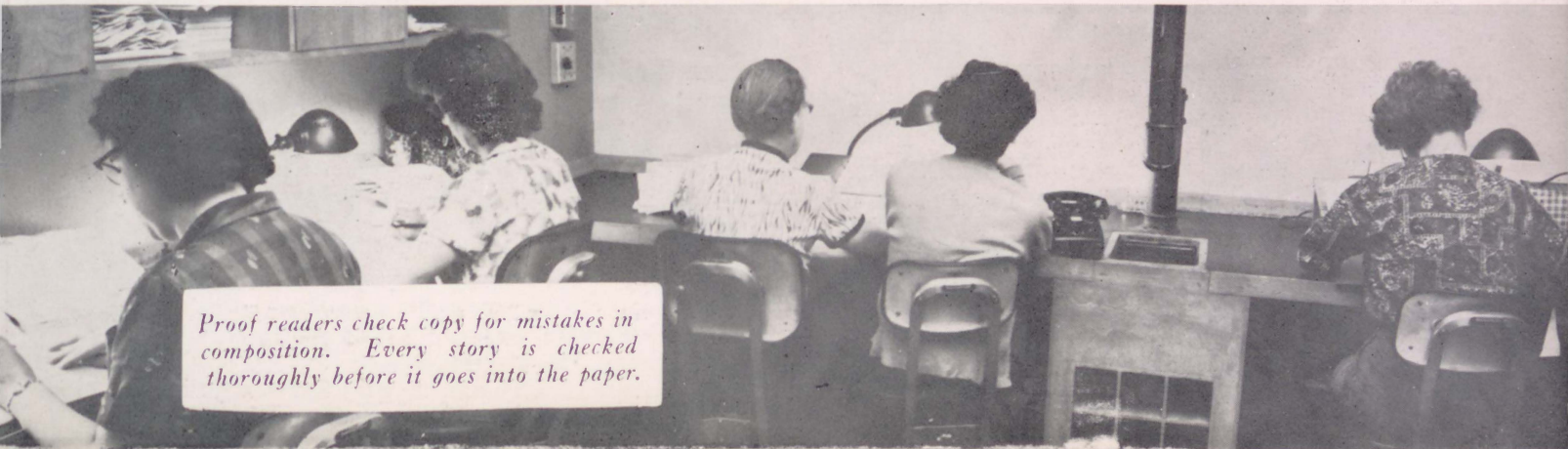
It is this emphasis on accuracy that is the newspaper's primary responsibility to the public.



Aug. 7, 1945

Closely linked with the state and city desks are the editors who cover 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, well recognized authorities in their fields, known to thousands in Maine.



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 Who Contribute to "Maine's Largest Daily Newspaper"

There are many reasons why the Bangor Daily News today is the largest and most widely read daily paper in Maine.

News reporters and photographers have won awards for courageous and distinguished coverage. This crack team of newspaper men and women has brought important news "firsts" to Maine readers. An example was shown in 1939 when the Bangor Daily 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 Bangor Daily News fought the "Battle of Augusta" single-handedly, was ridiculed, accused of playing politics and told that it was wasting its efforts. But on April 10, 1940, it happened. Controlier William A. Runnells shot himself and the now infamous "Runnells Case" was in the headlines to stay for more than a year.

The case was an example of the vigilance displayed by the Bangor Daily News and its staff.

The News was one of the few papers of its size to have a staff man on duty overseas in World War II. John M. O'Connell, Jr., then managing editor, toured the European front, sending back vivid accounts of Maine men in combat. O'Connell and the Bangor Daily News were accorded national recognition for the stories.

There are scores of other instances where Bangor Daily News reporters roamed to all corners of Maine, New England and the nation, bringing back stories to News readers, first and best.

The paper today offers alert and complete coverage, added features and a brilliant array of national and local columnists. This all-star lineup makes the Bangor Daily News Maine's best liked, most wanted daily newspaper.

Top Editorial Cartoonist



A popular feature in the Bangor Daily News is the daily editorial cartoon by the News' Vic Runtz. Runtz, aided by his small friend in the polka dot tie, produces top illustrations, giving the News the distinction of being the only daily newspaper in the state that employs a full-time editorial cartoonist.

The winner of several national awards, Runtz and his mascot cat have become fixtures on the Maine newspaper scene.

These Top Columnists

DAVID LAWRENCE • SYLVIA PORTER • DREW PEARSON
GEORGE SOKOLSKY • NEAL O'HARA

Recognized as tops in the field, these columnists bring to Bangor Daily News readers commentary on world events.

For spot news coverage on the Washington scene, the News employs the Bulkin-Griffin news service, giving Maine readers an up-to-date report of what is happening in the nation's capital.

33 Comics and Cartoon Panels

DICK TRACY • PEANUTS • TERRY AND THE PIRATES
BARNEY GOOGLE • ORPHAN ANNIE • THE PHANTOM
MANDRAKE • BEETLE BAILEY • ALLEY OOP
STEVE CANYON • BLONDIE • BUZ SAWYER • HENRY
And Others

Complete Sports Coverage



Osborne



Leavitt

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

OWEN OSBORNE — Sports editor who views the sports picture in his column, "Speaking of Sports."

BUD LEAVITT — Author of the column "Outdoors" which brings the latest in fishing, hunting and outdoor news to Maine readers.

Sports reporters BILL WARNER and BOB KELLETER give fans at home interesting accounts of the day's top events.

For the Family Reading Pleasure



Remington



Van Buren

ROGER REMINGTON—Down the Road • ON THE MAIN STREET—By the City Staff • DOROTHY KILGALLAN—Voice of Broadway • REV. NORMAN VINCENT PEALE—Confident Living • JOHN C. METCALF—Portraits • DR. GEORGE W. CRANE—Test Your Horse Sense • ELINOR WILLIAMS—Tips for Teens • E. E. EDGAR—Famous Fables • HEDDA HOPPER—Looking At Hollywood • NEAL O'HARA—Take It From Me • DOROTHY RICKER—Teen Age Mail • ABIGAIL VAN BUREN—Dear Abby • BISHOP FULTON SHEEN—Views • F. L. ILG and L. B. AMES—Parents Ask.

Covering the Newsfronts



Webb



Arnold

SPIKE WEBB—Chief photographer of a crack group of lensmen.

Key staff reporters and many correspondents throughout the circulation area gather news events and relay them to the Bangor Daily News office by telephone and teletype lines.

LORIN L. ARNOLD—"Doc" Arnold, whose beat is the political scene. Recognized as the Dean of Maine political writers, Arnold's reports are highly regarded throughout the Bangor Daily News readership area.

Features for Women



Penley



Kain

NELLE PENLEY—Women's Editor.

BROWNIE SCHRUMPF—Latest in cooking and food news.

IDA JEAN KAIN—Your Figure, plus interesting tidbits for the diet-conscious reader.

MARIE C. SULLIVAN and VIRGINIA R. LONDON, Bangor Daily News writers who cover women's features and general news.



April 13, 1945

Converting Copy Into Type

The first step in converting the typewritten story 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 in lines by the machine operator. The operator depresses one key on his keyboard releasing one brass mold from a magazine which contains 1,500 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 linotype machines for the large volume of news and advertising that must be set into type. In order to keep up with demands, the News employs both a day and night crew to man the machines 15 hours a day. In addition to hand operated machines there are six teletype, tape punching machines.

The type is set many times faster than by hand on this intricate linotype machine. It is one of 20 such machines in use throughout the day and night at the Bangor Daily News.



Larger display type is produced on the Ludlow machines by means of brass mats. The mats, varying in letter and numeral size, are assembled by hand, placed in the machine to receive the molten metal and then returned to the file for use 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 punctuation, grammar and content.

After the type, the engravings and the ads are 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.

Makeup men assemble news stories and ads, arranging them in proper position in page forms. The page is then "locked up," ready for the stereotypers.



Sept. 7, 1901.





Aug. 13, 1898



Preparing Type for Printing

It would be impossible to print 77,000 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 650 tons of pressure to the square inch is applied. 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 is 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. Subjected to tremendous pressure, the mat bears a clear impression of every word, headline and picture.

Making 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 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 into 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.

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



Feb. 17, 1898

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.





Retail advertising representatives spend time in the office each day, a lot more time outside of the office, servicing regular accounts and selling new ones. Secretaries and schedule clerks back them up, clearing the huge volume of detail involved in local, national and classified advertising.

Bangor Daily News subscribers represent a potent market, or buying group. Through long established habit they absorb selling news and are greatly influenced in their family purchases through newspaper advertising.

Good advertising makes a paper interesting and is an important prop in the foundation of a progressive newspaper. There are many people who make a thorough study of the ads that appeal to them.

The advertising department of the Bangor Daily News is under the direction of Andrew J. Pease. There are three major advertising divisions:

1. Retail advertising, serving local stores and service organizations. Advertising representatives familiarize themselves with the problems of retailing. They offer counsel and suggestions to regular advertisers and constantly seek out and develop new advertisers.

2. General advertising is placed by national manufacturers whose products are sold in numerous outlets throughout the newspaper's territory. These include food, tobacco, beverage, automotive and other classifications. The Bangor Daily News national advertising representatives maintain a large sales staff in New York, Boston, Chicago, Detroit, Los Angeles, San Francisco, Atlanta and Greensboro.

3. Classified advertising fills the wants and needs of the public and many lines of business. It is the people's market place, where the subscriber becomes acquainted with and uses advertising to fill or express a need.

Advertising artists discuss ad layout for a customer.



June 23, 1938





Oct. 24, 1947



The advertising department of the Bangor Daily News also performs services—staff artists and copy writers assist local advertisers; research and statistical market survey work is carried on.

With the planning of each day's Bangor Daily News, advertising is first positioned, then news copy is set around it. The ads are placed in their positions by the advertising layout girl.

She determines what ads go where, all the time working closely with the three advertising departments to learn how much space each needs. She then totals the amount of advertising space which has been contracted. This is balanced with the prescribed amount of space that is allotted for news copy, thus determining how many pages will be in the paper that day.

The advertising department constantly makes checks, improving the effectiveness of newspaper advertising, making it readable and pleasant to the eye.

Putting the ad together. The make-up man in the composing room follows instructions of the advertising layout girl. He converts copy into type, fitting to proper size the amount of content.

On to the Press

The Bangor Daily News is printed on a Hoe Super Speed press, capable of printing, cutting and folding 45,000 papers an hour. This over half million dollar press will print an 80-page paper in one operation.

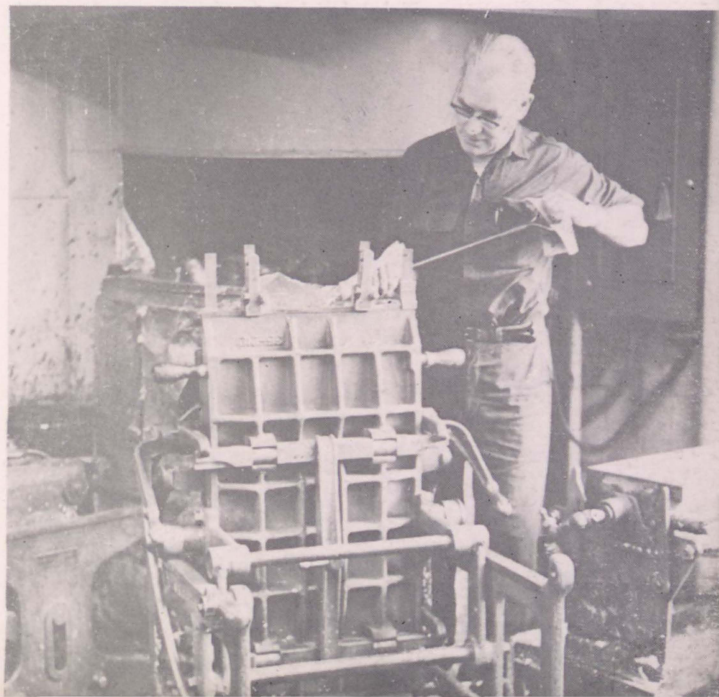
The curved plates which were made in the stereotype room are locked on the cylinders of the presses. Newsprint is fed between these rotating cylinders which are automatically inked. When printing with color, separate plates are made and used for each color.

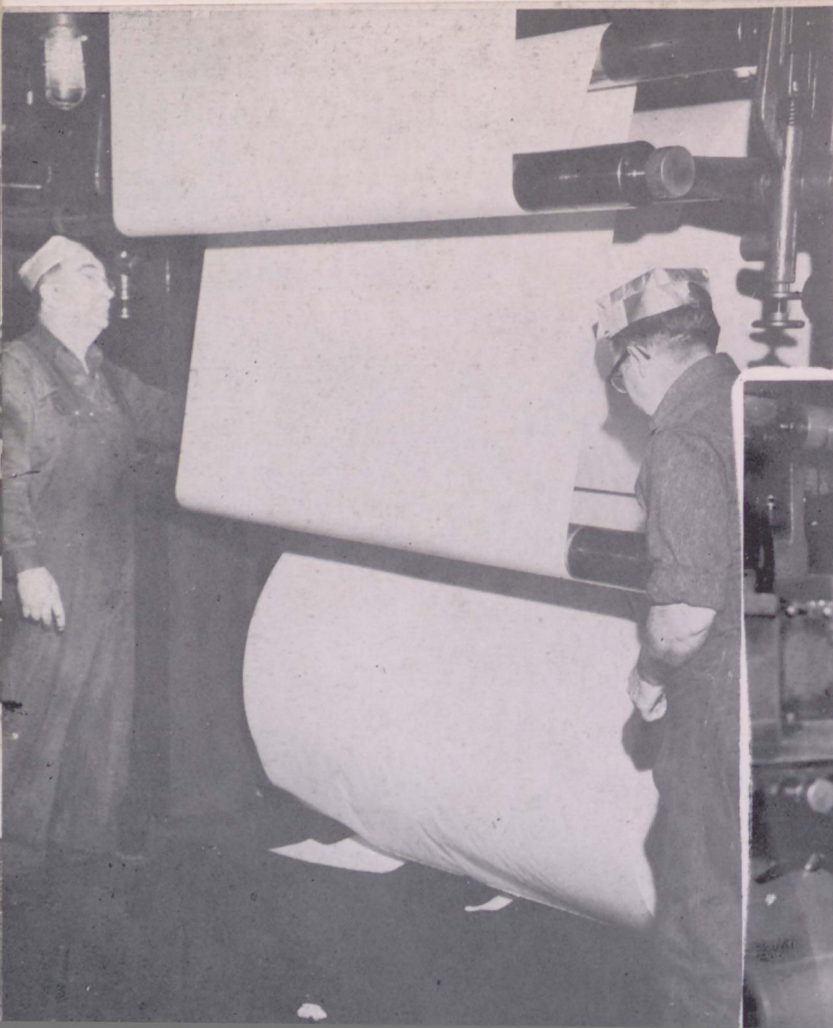
The huge rolls of paper are located in the room beneath the presses and are fed into the press through an intricate webbing system. The paper is fed into the folding machine which gives the center fold, cuts the pages, and folds the complete paper from side to side. By pushing a button the presses begin to roll, slowly at first, but steadily growing in momentum with a thundering 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. Seventy-five pounds of molten metal, heated to 600 degrees is forced against the mat and a cast is made in 22 seconds.



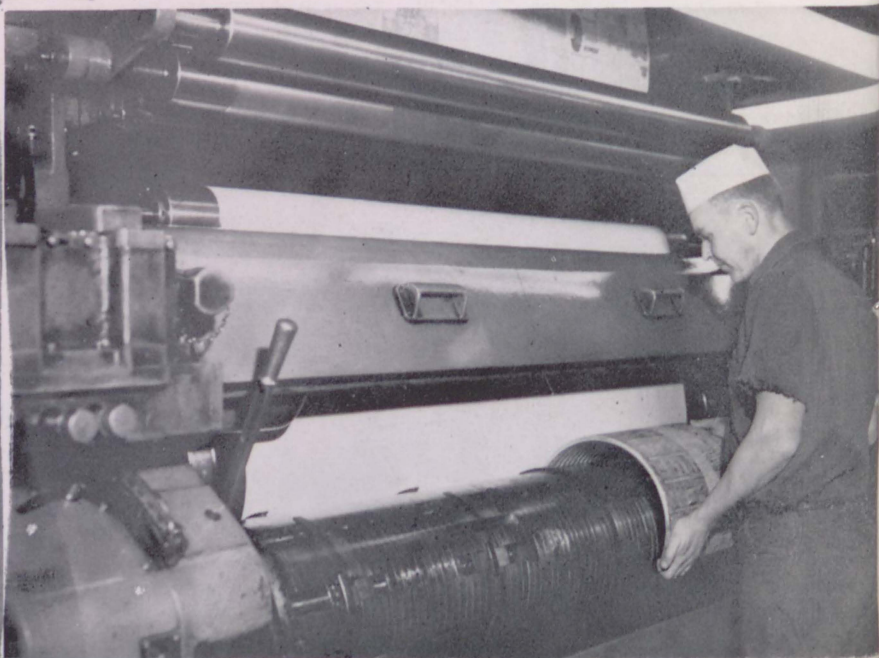
Aug. 17, 1935



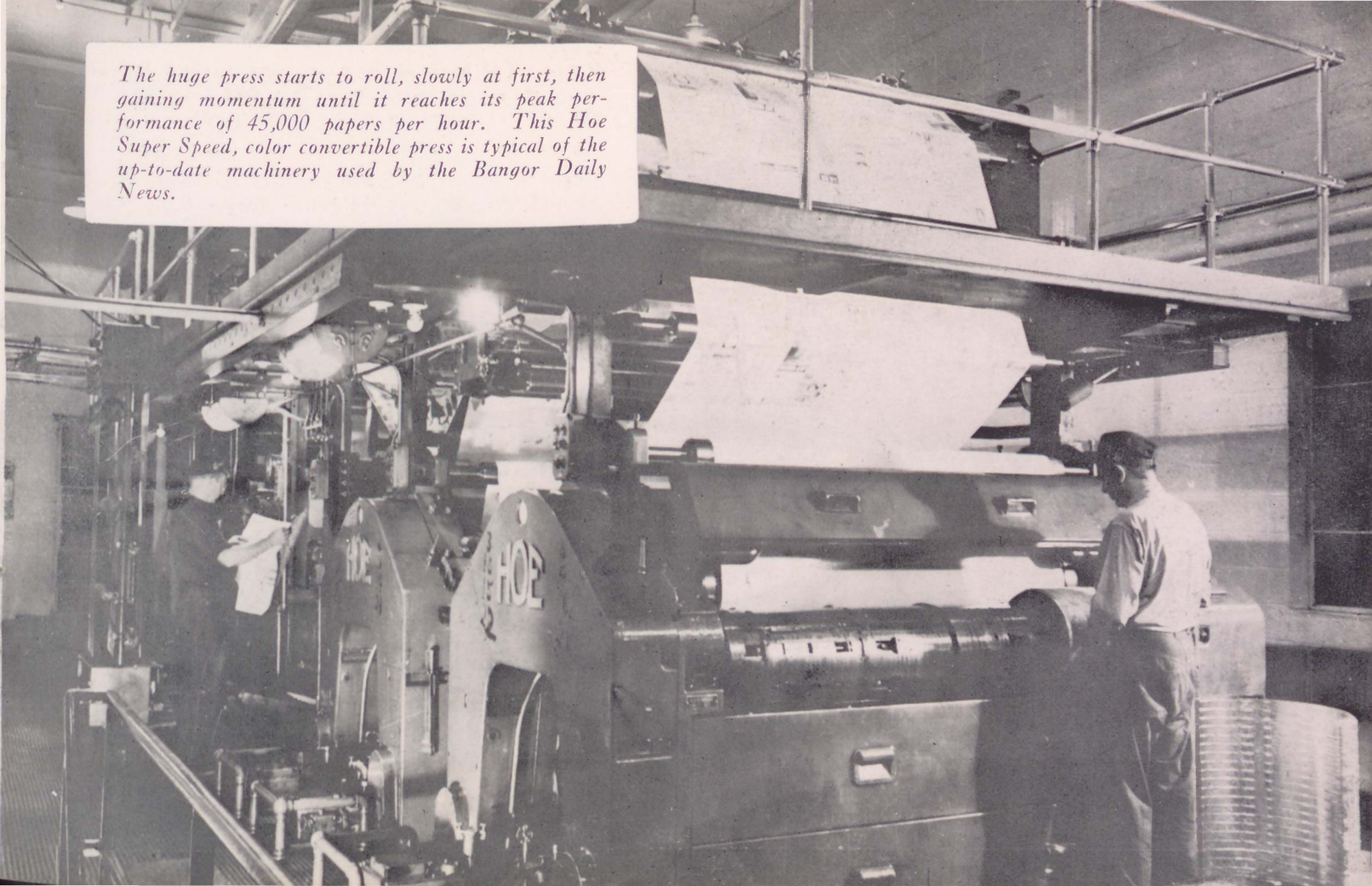


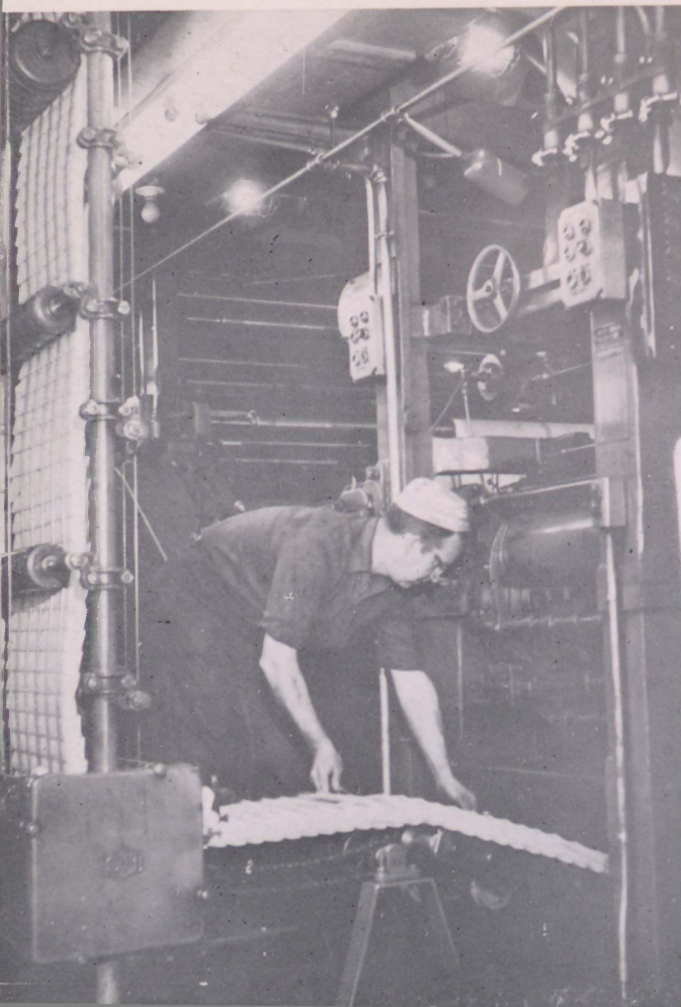
RIGHT: The pages of the paper, now cast into curved, metal plates, are placed on the cylinders of the press in the last step before the presses begin to roll.

LEFT: Rolls of paper are fed into the press. The amount of newsprint used by the Bangor Daily News each year would encircle the earth more than twice.



The huge press starts to roll, slowly at first, then gaining momentum until it reaches its peak performance of 45,000 papers per hour. This Hoe Super Speed, color convertible press is typical of the up-to-date machinery used by the Bangor Daily News.

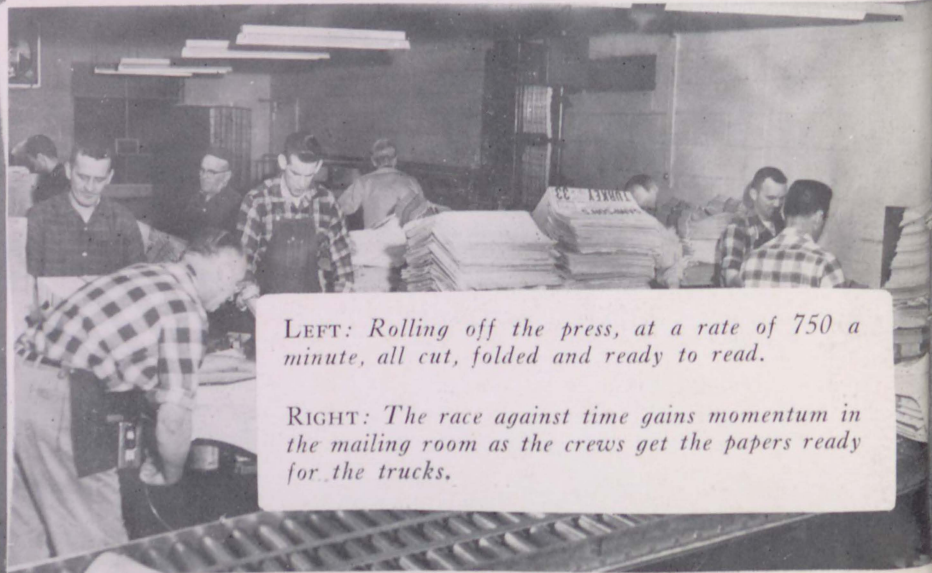




Getting Ready to Mail

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



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

RIGHT: 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 17 to be loaded and sent to the far corners of Maine to insure that News readers get their papers on the morning breakfast table.

The Bangor Daily News.
 BANGOR, MAINE, THURSDAY, APRIL 5, 1917. PRICE, FIVE CENTS.
**SENATE PASSES WAR RESOLVE
 BY OVERWHELMING MAJORITY**
 WILL BE TAKEN UP FOR PASSAGE IN HOUSE TODAY
BANGOR GLORIFIES THE WAR WITH GERMANY
STARS AND STRIPES - IS VIRTUALLY DEPLETED

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, it is still a man-sized job to sell and distribute 77,000 copies of the Bangor Daily News each day.

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 mailing room.

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



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 commu-
nity ... 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 faith-
fully ... And keeps his own
accounts ... And as his sav-
ings 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 car-
rier is just a boy ... Who
does the best he can ... To
grow in strength and char-
acter ... And serve his
fellow man.

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

Circulation distributors, 16 in all, operate as independent businessmen and handle distribu- tion of papers both in the city area and also throughout the vast seven-county area served by the Bangor Daily News.

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

Where the News does not maintain home de- livery or newsstand service, the paper is mailed to subscribers. But the vast majority of News readers know the circulation department only through the carrier boys—over 1100—who each morning deliver 50,000 papers. These boys, working part time, develop confidence and self- reliance while they earn extra cash. Each boy is operating his own small business, buying, sell- ing and handling accounts. The Bangor Daily News is proud of its carriers and the credit they reflect on the newspaper.

The general offices of the Bangor Daily News. Occupying this floor are the offices of the general, business and circulation managers.



Facts Worth Knowing

In one year the 17 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.

A carload of newsprint arrives every other day—supplied by two Maine paper mills, Great Northern Paper Co. of Millinocket, and the St. Croix Paper Co. of Woodland—to print the News. Each year 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 three 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.

These girls operate the addressograph machines which make the address labels used to send your copy of the News to your home.



BANGOR DAILY NEWS DIRECTORY

LILLIS T. JORDAN, *President*

RICHARD K. WARREN, *Vice President and Publisher*

ROBERT E. KIAH, *Treasurer and General Manager*

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

CECIL D. WILSON, *Office Manager*

LEWIS L. MACLEOD, *Credit Manager*

GORDON W. CLAPP, *Public Relations Director*

BLAINE G. DAVIS, *Assistant Public Relations Director*

ANDREW J. PEASE, *Advertising Director*

FREDERICK B. MCALARY, *Retail Advertising Manager*

WYMAN F. RICE, *Classified Advertising Manager*

JOHN W. MORAN, *Managing Editor*

ROGER W. REMINGTON, *Editorial Writer*

LORIN L. ARNOLD, *Political Writer*

C. MARSHALL WASHBURN, *Agricultural Writer*

RONALD K. DEVINE, *Telegraph Editor*

KALIL AYOOB, *City Editor*

LEONARD N. HARLOW, *State Editor*

NELLE C. PENLEY, *Women's Editor*

OWEN O. OSBORNE, *Sports Editor*

BUD LEAVITT, *Outdoor Editor*

RAYMOND M. GOODE, *Circulation Manager*

EUGENE M. GOODINE, *Circulation Supervisor*

DONALD P. HANSCOM, *Circulation Supervisor*

RAYMOND J. COX, *Production Manager*

JAMES J. O'DONNELL, *Night Composing Room
Foreman*

RICHMOND M. SMITH, *Day Composing Room
Foreman*

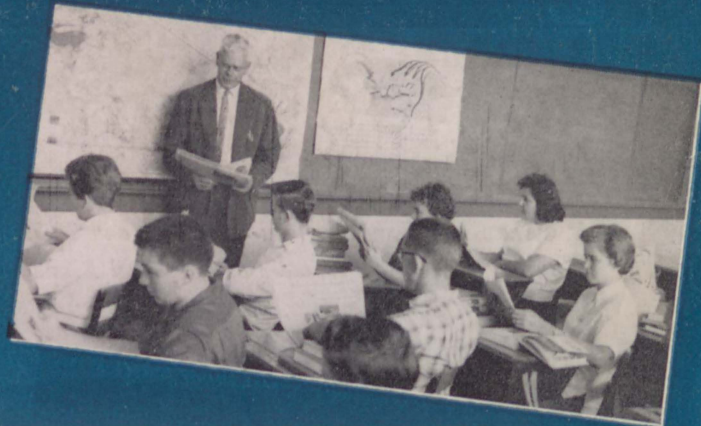
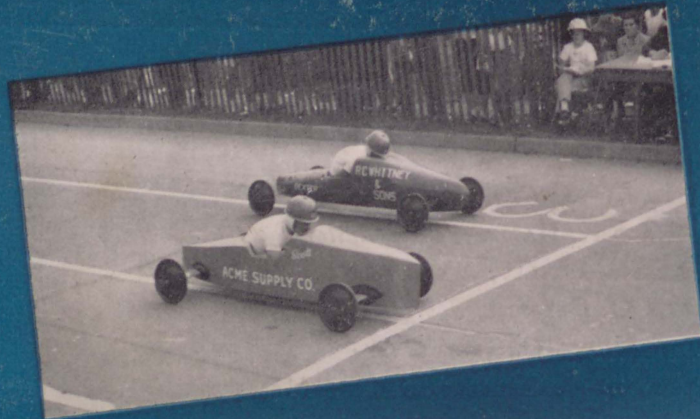
MERRILL P. RICHARDSON, *Stereotype Foreman*

D. EDWARD THOMAS, *Press Room Foreman*

ROBERT C. MITCHELL, JR., *Mailing Room Foreman*

LEIGH S. WILKINSON, *Building Superintendent*

*Photographs in this booklet taken by Bangor Daily News photographers Spike Webb, Chief Photographer;
Danny Maher, Carroll Hall and Jack Loftus.*



The many public service programs sponsored by the Bangor Daily News include the Soap Box Derby (UPPER LEFT), Newspaper in the School (UPPER RIGHT) Downeast Classic college tournament (LOWER LEFT) and United Nations Forum (LOWER RIGHT).

