

# REPUBCO NEWS

October 5, 1956

REPUBCO THRIFT PLAN--The latest investment of the Employees' Thrift Plan is 40 shares of common stock of American Can Company, the largest producer of metal and composite containers for various types of packaging. This stock is currently paying dividends of \$2.00 a year. On the purchase price this gives a yield of nearly 5%.

REPORT FROM REPUBCO CHARITIES FUND--The Repubco Employees' Charities Fund Board met October 3 and approved a contribution to the 1956 UGN drive of \$2,328.49. This represents an increase of 10% over the contribution made last year.

POST YOUR UGN SYMBOL--A UGN window sticker is being distributed this week to all members of the Charities Fund. Be sure to put the sticker on the window of your home. It will notify UGN residential solicitors that you have already given. It will also notify other collectors that you prefer to give once a year through UGN rather than to a number of drives.

<u>OPERATION REPORT</u>	<u>This Week</u>	<u>Last Week</u>	<u>This Week Last Year</u>
Hours Per Page:			
Composing Room	5.9	5.8	5.3
Press Room	1.3	1.4	1.3
Stereotyping	1.0	1.0	1.0
Advertising Linage	28,133	29,285	31,952
Columns News Space	1,099	1,074	1,096

THIS WEEK'S BIRTHDAY LIST--MARIE BROWN, advertising, Oct. 6; LUVA BLAKER, composing, Oct. 7; BOB LARRIGAN, Herald sports, Oct. 8; WM. K. CLARK, newsroom, Oct. 9; FLORENCE CALVERT, Republic Press, Oct. 10, and JIM VAN NOSTERN SR., stereotyper, Oct. 10. Many happy returns of the day to each of you on your special day!

CLICK RELANDER'S book "DRUMMERS and DREAMERS" will go on sale in book stores Oct. 6. Click will be on vacation during the next two weeks and is making a trip into Oregon and Idaho appearing before museum groups, historical societies, luncheon clubs, etc. Book stores in Portland, Seattle and Spokane have arranged autographing parties and the Grant County PUD a reception in his honor. Click's schedule calls for about 15 appearances in separate cities and some 20 speeches. He will be doing some chamber of commerce publicity work publicizing Yakima Indians, Yakima apples and the Yakima Valley.

REPUBLIC LEAGUE BOWLING NEWS--Bowlers to make the 500 list this week are JACK SEIPP, 542; JOE DONAHUE, 516; STEWART WATT, 505 and BEN RIEDLINGER, 504. The ENGRAVERS regained first place by winning three games while the COMMERCIAL PRINTING lost all four. In the Monday night business league BEN rolled a 596 and STEW 568.

DUFFERS DATED TO DIG--A band of Repubcoites--13 strong--will take to the Elks Golf Course Sunday to battle it out for the Repubco championship. Top rated STEW WATT will be held in check by a handicapping system that will give the veriest duffer a shot at the Repubco crown. Slated to play are BEN RIEDLINGER and ART BEDDESON, Republic Press, BOB FOUNTAIN, BILL TOY, VERN CHARTIER, BOB AMES, JACK HAMMOND, advertising; TOM THOMAS and BILL CLARK, news-editorial; JOE DONAHUE, Donahue Engraving; JIM SNELL, composing; STEW WATT, accounting, and DON GOODALL, public relations. At presstime there was still some doubt about the entry of HALE BEECHER, composing. Anyone else interested is urged to sign up today or Saturday with Don Goodall.

NOTE ON CROSSWORD PUZZLE--The circulation department wants to remind Repubco employees that employees and members of their families are not eligible to enter the contest. It has come to the department's attention that a few are violating this contest rule. The rule must be enforced in order that the general public can be assured that the contest is 100 per cent honest.

NOTES ABOUT PEOPLE--GAIL GUSTAFSON this week joined the staff of the promotion dept. She will replace MARIE FLEWELLING who is moving to Spokane...LOWELL WEDGE and ED CASSIDY, Republic Press, are driving to Seattle Saturday to attend the U of Wash-III. football game...GWEN RAINFORD, circulation dept., was at home ill Monday and Tuesday. ..BETHEL PITTMAN, circulation dept., is taking a Bonus Vacation Day today...LES URE, pressman, will spent the weekend in Portland...BETTY and ART BEDDESON, Republic Press, and ROY ELIASON, pressman, will be on vacation next week...JIM MacLEAN this week joined the staff of the Herald as wire editor. Jim comes to Yakima from Oregon City, Ore....RICHARD HUBBELL started this week as a reporter on the Republic. He comes from Klamath Falls, Ore...TOM THOMAS, associate editor, is having a Bonus Day today...JIM FOX, business manager, will be away for the next two weeks. He is making a business trip to Chicago where he will attend a national meeting of newspaper controllers....TED BLISS, advertising dept., left Repubco this week and has accepted a job with the Oregonian in Portland...HAYDEN MORRISON will move from display to classified advertising....JANET MARTIN, accounting dept., will be in Seattle Saturday for the football game.



# REPUBCO NEWS

March 8, 1957

REPUBCOITE WINS AWARD--The Yakima Dailies have received notice of recognition at the annual Theta Sigma Phi Awards Banquet at Spokane Press Club last week. CLICK RE-LANDER, Republic city editor, tied for second place in the daily feature story division with Rowland Bond, Spokane Daily Chronicle city editor. The contest drew entries from Washington, Oregon, Idaho, and Montana. This is the 4th Theta Sigma Phi award Click has won in the past 3 years. Previously he won awards in newswriting, public service, and feature.

MURRAY CLARK ANNOUNCES 1956 SAFE DRIVING CAMPAIGN AWARDS--The circulation department is awarding safe driving certificates to 20 employees and motor route dealers who qualified during 1956 without an accident of any kind or a moving traffic violation. This record includes both business and personal driving for the full year. The campaign is a northwest wide program conducted by the Pacific Northwest International Circulation Managers Association. Employees receiving the award are: JOHN DYSART, AL FARRELL, HENRY HOVE, GEORGE JACOBS, GLENN MONTGOMERY, WARD PRESCOTT, FRANK REID, and WILLIAM TIMM.

CHARLES NICHOLSON, Advertising Director, reports the cover for the fashion section to be published Mar. 19 will be a spring suit from Jess Barber's. Color photographs were made Thursday by HOLLY HOLLENBECK and JIM RAYNER, dailies photographers. JOE DONAHUE, of Donahue Photo Engraving is making the cuts.

REPUBLIC LEAGUE BOWLING NEWS--The eight bowlers making the 500 list this week are: STEW WATT, 546; WM. K. CLARK, 521; AL BAUER, 509; RON FURDIN, 506; GENE RICE, 506; ART BEDDESON, 503; DON POHLMAN, 503; JIM SNELL, 501. DON POHLMAN won the weekly kitty with a 209 plus handicap game. CIRCULATORS held first place but two teams closed in on them.

THIS WEEK'S BIRTHDAY LIST--SHAHID OHAD, pressman, and W. L. KINNAMAN, retired, Mar. 9; LYNN WHITE, advertising, Mar. 11; LAWRENCE SCHUNKE, Donahue Engraving, and CHARLES DIXON, stereotyper, Mar. 12; ANTHONY PRANGER, advertising, Mar. 15. Many happy returns of the day to all of you fellas!

NOTES ABOUT PEOPLE--MARGUERITE BARBER, classified, entered Memorial Hospital last Friday for tests and treatment. She was able to go home yesterday and will spend the rest of the month at home...MAE CRAWFORD, newsroom secretary, was reelected secretary of the Yakima Chapter Order of Eastern Star on Monday...ARTHUR W. SNOW, Miami, Florida, was employed Monday as night stereotype foreman...EARL TILLMAN, stereotyper, will transfer to days Monday...J. O. ROBERSON was employed Wednesday as a night maintenance man...KENT ANDERSON joined the circulation department staff Wednesday as a soliciter...JOE DONAHUE, Donahue Photo Engraving, wishes to thank everyone for the many courtesies shown him during his recent siege at the hospital...JIM RAYNER, chief photographer, will be back on the job Monday...FRANK REID, circulation, was in Seattle yesterday to attend the funeral of his father...GERALD WHITE, newsroom, spent last week-end in Coos Bay, Oregon...DON HANNULA, former Herald reporter, now stationed in Germany with the US Army, stopped at Repubco Saturday. He is home on emergency leave because of illness of his father...MARIA FARRIS, accounting, is feeling much better today and might possibly get to go home from Memorial Hospital this week-end...BUCK WEAVER, composing room foreman, is spending this week Bonus Vacationing in Denver, Colorado...GEORGE FERGUSON, composing, will leave Saturday night by plane to attend a 2-week teletype maintenance school in Chicago. George will visit his parents in North Dakota on his return trip...A. B. CHRISTIANSON, composing, is spending the week-end in Tacoma visiting his daughter. Monday he will fly to Pensacola, Florida to visit another daughter and will return via Los Angeles to visit a son...CHARLES NICHOLSON was at Seattle on business this week...J. FORREST NEWMAN was employed in the composing room Tuesday...PHIL and DEAN SPULER, former Repubcoites, wrote that they planned to leave Paris today to tour Germany. FRED BREWER, former Herald staffer, and his wife have been living in the same apartment house as the Spulers in Paris....Notes from The Republic Press: FRED SCHRAY, pressman, will enter St. Elizabeth's Hospital Tuesday for surgery...MILDRED MILLER joined their staff as part-time proofreader...EARL GRAY, artist, will spend this weekend visiting in Portland...REPUBCO NEWS welcomes into the field of employee publications the new bulletin "People," published by The Republic Press for circulation among its far-flung employee group. BILL PUCH is editing the new sheet.



# REPUBLIC NEWS

JULY 26, 1957

YOU'RE INVITED TO THE BALL GAMES---Why not plan to be out at Parker Field Monday night to see the Herald and Republic---Yakima Bears All Star games? They climax the series of highly successful ball schools carried on throughout the Valley during the past six weeks. There'll be 80 kids, playing on four teams. Junior game's at 7, seniors' at 8. Admission is free. LARRY WILLMAN, son of printer PAUL WILLMAN, is playing in the Valley Juniors team, and CHRIS BACHOFNER, son of RAMONA BACHOFNER, circulation, is playing for the Yakima seniors. Both boys were picked by Hub Kittle, director of the baseball schools, for their outstanding baseball ability. 1,235 boys took part in the ball schools, making them one of the most successful youth service programs ever undertaken by Repubco.

ATTENTION REPUBCO BLOOD DONORS---Blood donations have fallen off during the month of July due to vacations and other interferences. Two blood drawings are scheduled at the Carpenter's Hall, 507 South Third Street---Wednesday, July 31 - 2 to 6 P.M. and Thursday, August 15 - 11 A.M. to 3 P.M. 130 donors are needed for both drawings.

STAFF CHANGES ANNOUNCED---WILLIAM TOY, national advertising manager, has announced his acceptance of the post of advertising manager of the Oil City (Pa.) Derrick. He was associated with that paper before coming to Yakima a year and a half ago. ROBERT AMES, local advertising manager, will take over the national advertising post on his return from vacation in mid-August. CHARLES L. NICHOLSON, advertising director, will retain supervision of the advertising staff.

CUBS WIN ONE---LOSE ONE THIS WEEK!---The Republic Cubs trounced Selah 15-3 last Friday night. Fred Barrett had a triple and Larry Miner, Richard Howden and Tom Capell doubles for the victory. The Cardinals downed the Cubs 2-1 Wednesday night in a hard fought game.

THIS WEEK'S BIRTHDAY LIST---ANNE McPHERSON, newsroom, July 27; CLYDE KITT, composing, and JEANNE SILLIGMAN, advertising, July 28; GLEN GARDNER, composing, HAROLD EHRENHOLM, The Republic Press, and J. O. ROBERSON, maintenance, July 29; BEN GRANT, The Republic Press, and ELLIS HANKS, composing, July 31; JO ANN SHORE, newsroom, and GLORIA MASHBURN, composing, August 1; WILLIAM OSBORNE, The Republic Press, August 2. Many happy returns of the day to all of you.

DID YOU KNOW ALL FULLTIME EMPLOYEES ARE PAID FOR SIX HOLIDAYS OR THE DAY LEGALLY OBSERVED?---According to a recent benefits survey at Repubco a number of employees were not aware that holiday pay is another of the nine benefits paid in full by the company. The six holidays are: New Year's, Memorial Day, Fourth of July, Labor Day, Thanksgiving and Christmas.

NOTES ABOUT PEOPLE---CHARLES NICHOLSON, advertising director, has been elected president of the board of trustees of Yakima Park and Shop. He was one of the men active in the founding of the organization....GLORIA MASHBURN was employed as a proofreader and JOSEPH SHOTWELL was re-employed in the composing room Saturday....NADINE WALKER was re-employed in the proofroom temporarily Monday....MARIE STONE, proofroom, will leave Repubco Saturday. Marie's husband has been transferred to the pastorate of the First Baptist Church at Dallas, Oregon....PAUL KLEPPIN, copyboy, left Repubco Tuesday to join the Coast Guard. DAVID HAUENSTEIN was employed to replace Kleppin. Hauenstein plans to work and attend YVJC this fall....BETHEL PITTMAN was re-employed in the circulation department Thursday....MARTIN SMITH, night city editor, will leave Repubco July 31 to join the staff of The San Francisco Examiner as a rewrite man....BEN GRANT, The Republic Press, is Bonus vacationing today....CLICK RELANDER, city editor and author of Drummers and Dreamers, spent yesterday in Seattle on a Bonus Day. Click was one of the special guests honored at a tea and autograph party for visiting writers on the opening day program of the Pacific Northwest International Writers Conference being held at the University of Wash. this week end. Click was invited to be one of the guest speakers.....VACATIONING NEXT WEEK: From The Republic Press--ELMER STEWART plans to fly to Petersburg, Alaska, to visit his daughter and family; EARL GRAY will be fishing near Winchester Bay, Oregon; DELORES BOSHEARS goes to Seattle; ART BEDDESON plans to fish in the Wallace, Idaho area...From the newsroom--W. K. CLARK will be on Hood Canal and ARNOLD ANDERSON plans to tour parts of Canada taking color pictures...ERNEST SOLOWAN, WILLIAM TOBEY and WILLIAM HANSON, composing, will be on vacation next week...VERN RICE, circulation, and CLOID CARTER, maintenance, plan to be on the coast...BOB KIRBY, stereotype, will do some fishing at Wenas Lake...MARIE BROWN, adv., plans to sightsee at Grand Coulee and Dry Falls. Others in advertising to be vacationing are: ISABEL NEILL, DICK STILES and CORA JOHNSON...RUTH BONWELL, PBX, will entertain her daughter and family from Kansas. They plan to spend some time on the coast.



# REPUBCO NEWS

NOVEMBER 8, 1957

ANNUAL CHRISTMAS PARTY SLATED---Repubco's annual Christmas party for the children of employes will be held this year on Sunday, Dec. 15, in Harvest Hall at Hotel Chinook. A representative group of employes, meeting this week with last year's chairman, BEN RIEDLINGER, chose ROBIN BARNES to be general chairman of this year's event. As Robin rounds the program into shape it will be reported by Repubco News. In the meantime, a list will be circulated through your department asking you to indicate if you plan to attend the party this year. As an additional feature, Repubco will be taking family group pictures for those who wish to avail themselves of this service.

DAILIES WIN AWARD---Another in the long list of awards for excellence came to the Yakima dailies last week when Pacific Northwest advertising executives, meeting in Yakima, gave the top award for Special Promotions to the Herald and Republic Fall Fashion Section. CHARLES NICHOLSON, advertising director, said that particular recognition should be paid to the women's news section and photo staff of the news department for their part in production of the section.

REPUBCO EMPLOYEE THRIFT PLAN---The latest acquisition of the Thrift Plan is common stock of Borg-Warner Corporation, a company broadly diversified in auto parts, household appliances, air conditioning equipment, building equipment and materials, and petroleum industry items. At the price paid for this stock the yield on the current dividend will be in excess of 7 %.

THIS WEEK'S BIRTHDAY LIST---BEVERLY HARDING, accounting; ISABEL NEILL, advertising; ROSE MARIE CRAGO, proofroom; and JOHN SEIPP, composing, November 12; ALVIN SCHOR, advertising, November 14; GEORGE FERGUSON, composing, November 15. Many happy returns of the day to each of you!

REPUBCO HELPS HOST BALLOON PARADE---For the third year in a row, the Republic Publishing Company joined with The Chamber of Commerce and The Elks Club to present the giant balloon parade to Yakima Valley youngsters. This event, which observed its eighth showing in Yakima last Saturday, is the annual "thank you" from the above group to their friends in Yakima and the Valley.

REPUBLIC LEAGUE BOWLING NEWS---The following bowlers made the 500 list this week: BEN RIEDLINGER, 545; JIM SNELL, 542; JOE DONAHUE, 524; AL BAUER, 523; STEW WATT, 518. BEN RIEDLINGER won the weekly kitty with a 218 plus handicap game. (Thanks to PAUL GEORGE who would have won but was not in the kitty). CIRCULATORS lost 3 points but still lead by 4 games. All teams are still in contention for the first half championship.

NOTES ABOUT PEOPLE---CLICK RELANDER, Republic city editor, was granted an award of merit by the American Association for State and Local History last week. The award to Relander was based upon authorship of the book "Drummers and Dreamers".....JIM HETLER, advertising, will leave Repubco next week to take a job as publicity manager of the Wash. State Apple Commission in Wenatchee....OLEIDA PARRIS, composing, left Repubco last week and BERYL CHASE and L. COLE are working in the composing room this week....LYLE CHRISTOPHERSON, photographer, got up at five o'clock yesterday morning and took a picture of Sputnik II from Scenic Drive. He used a 400 mm lens on a 35 mm camera. The picture was used in today's Republic....MARVIN KESCHULL, newsroom, is moving his family from Twin Falls, Idaho this week. They will live at 703 So. 18th Ave.....DALE BROWNELL, newsroom, will be a groomsman at the wedding of Phillis Enyeant and Walter Nichols at the Bethel Church of the Nazarene tonight....BERNICE TRACY, advertising, will entertain her daughter and granddaughter from Seattle this week end....CHARLES DIXON, stereotype, is taking two Bonus Days this week end.....CHARLES MASSEY, executive editor, left yesterday afternoon for Portland, Ore. to attend the Pacific Northwest Associated Press meeting held at the Multnomah Hotel this week end....MYRNA KAY LAMOREAUX was employed as a typist in the advertising department yesterday....ALBRO GREGORY, newsroom, was injured in an auto accident early Saturday and hospitalized at Memorial Hospital. Gregory returned home Tuesday and plans to be back to work next week....DON GOODALL, public relations director, will be leaving Repubco at the end of the month to take a job with the U.S. Chamber of Commerce in Western Pennsylvania and Western New York....FROM THE REPUBLIC PRESS...ROBIN BARNES left today on a 4 Day Bonus Vacation. Barnes plans to spend the week end at Portland...BEA LODER is moving into her new home at 2808 Brackett this week end...HAL SCOFIELD and family plan to take a ride on the ski tow while visiting White Pass Sunday...CHUCK RIEGEL bagged his deer in the Goldendale area last week end...ELMER STEWART is Bonus Vacationing today...ALICE SCHULLER plans to spend Sunday at Sprague, Wn. visiting Jannetje Mol, a foreign exchange youth from The Netherlands. Jannetje spent 3 weeks at the Schuller home in September.

NEW REPUBCO EMPLOYEES CHARITIES FUND MEMBERS are: CHARLES SAVAGE, dispatch department, and BEA LODER, The Republic Press.





*Click Relander and Tom Thomas examine an undisclosed manuscript as they berate each other on 20 years of service at Repubco. Both started on November 5, 1945.*

# Repubco News

November 5, 1945 was a cloudy day. The temperature dropped to twenty-four degrees in the evening. The United States Marines stationed in North China were accused of intervening in the Chinese civil war. The Chinese Communists claimed their troops were fired upon by U.S. Marines at the North China port of Chinwangtao. Click Relander applied for a job in the Yakima Dailies' news room. President Truman demanded that labor and management put an end to strife. Truman said it was essential that business and labor leaders settle their differences so the country could get the peacetime economy going. Tom Thomas applied for a job in the Yakima Dailies' news room.

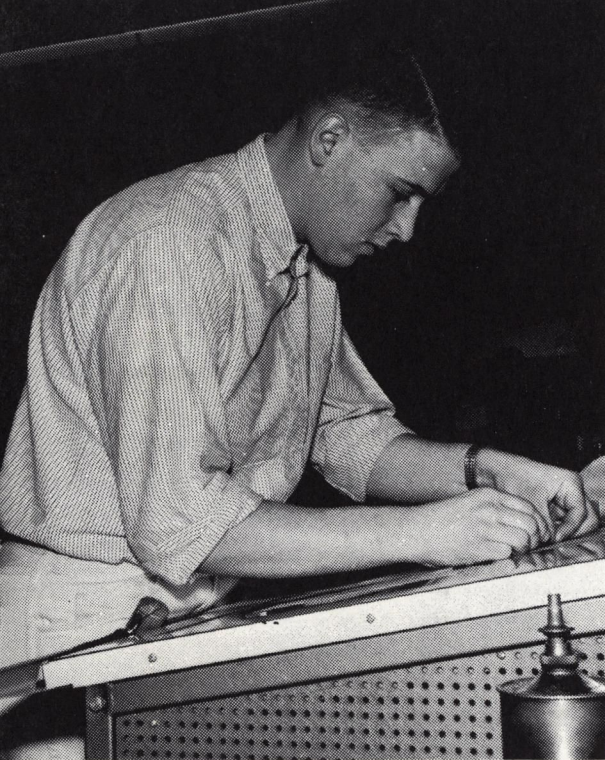
The November 5, 1945 editorial page of the Yakima Dailies' insisted that Army and Navy bungling of demobilization was the reason for the public's apathy towards peace time preparedness. Click Relander filled out his application for employment one minute and thirty seconds before Tom Thomas. The Notre Dame football team

was preparing for a crucial game with an undefeated Army team.

Finding homes for returning World War II veterans was another problem discussed on the editorial page of November 5, 1945. Veterans, the Yakima Dailies' editorial said, have been away for a long time. Many of them had no place to live with their families. Some Yakima homes with extra rooms, an upstairs perhaps, should be made available to returning veterans, the Yakima Dailies' 1945 editorial said. With ninety seconds of seniority, Click Relander regards Tom Thomas as a Johnny-Come-Lately.

November 5, 1945 was the day H. W. Bird used the Yakima Dailies' Want Ads to offer a 220-acre stock farm on Toppenish Creek for \$19,000.00. Click Relander and Tom Thomas are the only two Repubco employees that have 40 years of service starting November 5, 1945. Most people can retire after working 40 years. Tom and Click will have to work at least 75 years to retire at Repubco.





*NEW AT REPUBCO—Dan Cragun pastes corrections on news stories for the Republic. Dan is our newest apprentice printer.*

**DECEMBER BIRTHDAY LIST —** H. L. (Skeeter) LINDBERG, composing, Dec. 4; RONALD DE HART, news, Dec. 4; RUTH SYLVESTER, PBX, Dec. 5; SAM CHURCHILL, farm editor, Dec. 6; ROBERT SCHENK, press, Dec. 8; OPAL CANTY, advertising, Dec. 13; DAN CRAGUN, composing, and GARY DESHARNAIS, news, Dec. 15; GEORGE REDMOND, sports, CLARENCE SANDERS, building, Dec. 17; JOHN KROGMAN, building superintendent, Dec. 18; DEE RIENDEAU, press, ERNIE SOLOWAN, composing, BILL LEE, news, Dec. 19; DAVID MILLEN, news, Dec. 25; JACK BOLEY, promotion, Dec. 28 and, ROY DAILEY, composing, Dec. 30. **MANY HAPPY RETURNS OF THE DAY TO EACH OF YOU ON YOUR DAY!**

Three Repubco departments passed the magic 85% figure for UGN giving. The circulation department, advertising department and the business office all pledged to give a fair share to the UGN. In each department at least 85% of the employees pledged to give an hour's pay each month. With the one time gift from Repubco Charities, the total gift to the UGN from Repubco employees is 95% of fair share giving. This means we will receive the UGN Community Award plaque. We hope next year we will be able to increase our pledges in all departments so Repubco can continue to keep the plaque.

**NOTES ABOUT PEOPLE —** Members of our Repubco family in line for congratulations are CLINT WITHERS, advertising, who won a best advertising campaign award among daily newspapers. The award was presented at the convention of Pacific Northwest Advertising Executives Association. JAN DIHEL, advertising, gets credit for having done the original artwork . . . TODD BOLEY, newsroom copy boy, (son of JACK, our manager of community service) was recently tapped for the Honor Society at Eisenhower High School . . . GARY BOUNDS, photographer, won first place in the Class B singles trap shoot at Reno, Nev., and received two beautiful silver cups for his score of 97 out of 100. We are proud of each of you for your accomplishments . . . New employees: DUANE KOLMODIN, LLOYD E. FENNO and JUDITH A. FENNO, composing room; CAROL WANE, advertising layout and copy desk; WANDA WILSON, classified phone room; DAN CRAGUN, apprentice in composing room; DELBERT DANIELSON, sports writer, who replaces MIKE GLOVER. (Mike has taken a job on the Seattle P-I.) RAY KOOSER, news reporter; and ANN HISLOP, women's news, until the first of the year when she will return to college. As TOM THOMAS, managing editor, would say, "Welcome aboard!" . . . SAM CHURCHILL, farm editor, returned to work Nov. 15 following eye surgery . . . RUTH SYLVESTER, switchboard operator, was hospitalized a week for medical treatment . . . **DAVE MORTIMER**, press, is back on the job following surgery. Sorry you folks had troubles and we are glad you are back with us . . . We extend sympathy to CAL HATFIELD, building dept., who lost a son

**THE NEGATIVE SIDE —** Dave Mortimore lines up a newly developed page negative. Dave has worked for Repubco 32 years.



*STOP THE PRESSES—Dave Blanchard, retail ad salesman, rushes copy from an advertiser back to his desk in the advertising department. Dave started in the dispatch department.*

. . . TONY PRANGER, circulation manager, tells us that on December 4 an important announcement for Junior Dealers will be made . . . Circulation people are busy people . . . they are in the final week of the annual bargain period during which approximately 6500 suscriptions are renewed . . . JACK HAMMOND, retail advertising manager, attended the Pacific Northwest Newspaper Advertising Executives Association meeting in Portland Nov. 11-12-13 . . . GENE DECKERT, national advertising manager, spent three days, Nov. 14-15-16 in Seattle calling on national food accounts. The week of Nov. 29th he will be working the San Francisco and Los Angeles area . . . M. E. "Kebbie" KEB-SCHULL, production manager, was in San Francisco the week of Nov. 14-20 where he attended the American Newspaper Publishers Association seminar and visited newspapers in the Bay area to observe what they are doing with photo composition and offset printing . . . Recent visitors to Repubco were RENE BRUN and SVEN TOLLIN, Umea, Sweden. They were interested in our photo composition and offset process . . . NELSON DIMAS Jr. of BRAZIL and PAULO BARBOSA, his interpreter, are visiting with us now . . . DOLORES SCHOCH, former newsroom copy girl is the proud mother of a baby girl, Anna Marie, born Nov. 12 . . . On November 5 a surprise get-together of news room and administrative folk was held to pay tribute (?) to TOM THOMAS and CLICK RELANDER for having reached their 20th anniversary at Repubco . . . the gals in the classified phone room surprised OPAL CANTY, supervisor, Nov. 10th on the occasion of her 10th anniversary with us.

The retail advertising staff has been going to school. Every Monday morning since mid-September, the staff has been taking a course in copy writing. Written by Clyde Bedell, the advertising course is divided into 15 sessions. The "How to Convert White Space Into Advertising That Sells" course is designed to help the advertising salesmen improve their service to our advertisers. Most advertisers look to their Yakima Dailies' advertising salesmen for advice on how their advertisements should be prepared. The Bedell course is designed to help our ad staffers become professional advertising men.

Christmas is in the air. Small boys are brushing their teeth without being told. Distant relatives are sending letters with vague references to shirt sizes and post office deadlines for mailing gift packages. Department stores are promising three months to pay for December purchases. All sure signs that this is the month of Christmas.

Another sure sign of Christmas is the annual Repubco Christmas party. Santa Claus has promised he will attend with gifts for all the children. There will be music and fun for the whole family. So save the date, December 19. A form will be distributed in a few days. Be sure to fill in the number in your family who will attend.

**DON'T DROP THEM —** Terry Foulkes, our latest addition in the dispatch department, takes the rolls of original copy and corrected proof to the library.





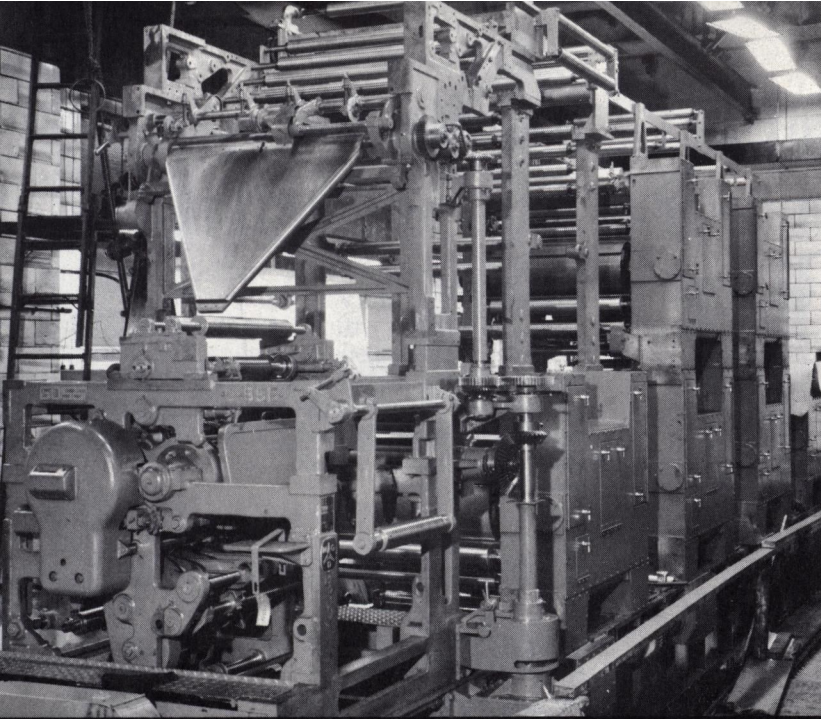


Susan Kinder is copy girl for the Republic. She tends to the Associated Press teletype machines. The most important part of Susan's job as copy girl is to keep tab on the perforated tapes of each news story we get over the Associated Press. Each story we receive comes to us on long sheets of paper as well as perforated tapes. The wire editor decides which stories he wants. Then Susan matches the story with the perforated tape which she sends to the composing room.

We also have copy boys. Copy girls and copy boys do the same kind of work. We try to keep them working at different times in the interest of efficient operation. If you want to know whether we have a copy boy or a copy girl working, all you have to do is look. The work is definitely the same even if the title is different.

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### *It's Almost Ready!*

Here's the way the first half of our new Goss Urbanite offset press looks. There will be another section just like this one later in the year. This first half will print 32 pages with beautiful photographs and color. Speaking of color, we will more than double the amount of color we print with these new presses.

# Repubco News

Published for Repubco Employees and Their Families

## *Yakima Dailies Lead The Field With New Offset*

By Ted Robertson

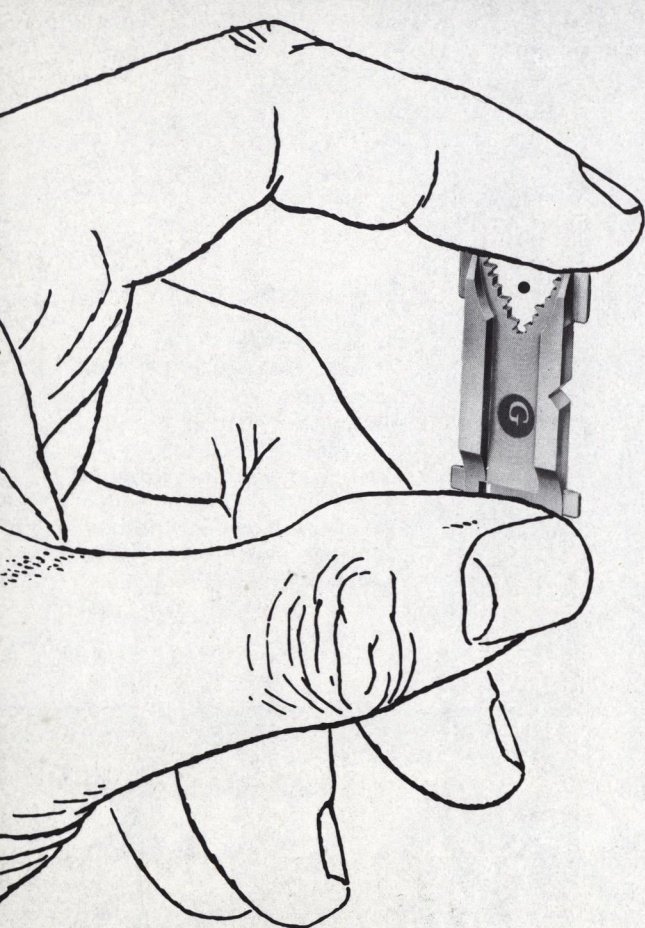
The Yakima Dailies are taking the lead in offset. We are, to date, one of the very few large daily newspapers to make the conversion to this most modern method of printing newspapers. As the value of offset becomes evident, more will follow our lead.

Many people ask us why. The expense is great and the equipment we are replacing is as modern as any newspaper of our size. We believe a newspaper is a service to the community. All of us who work every day to produce the Yakima Dailies are performing an important community service. Our form of government could not survive without an informed public.

Offset equipment will enable us to do a better job. We will be able to print more pictures and their quality will amaze you. The news columns will look better and be easier to read. When we become more experienced with the new equipment, you will see many changes in the appearance of the newspapers.

The new offset equipment gives us the opportunity to deliver a better newspaper to our subscribers. We will be able to provide added flexibility at no extra cost to our advertisers. To us these are reasons enough. We believe, when you see the newspapers printed on the new offset equipment, you will agree.





## Fotomats give us a Picture of each letter

Our new Fotosetters are fascinating machines to watch. Tiny Fotomats, like the one pictured, tumble down as the operator sets the copy on the keyboard.

Each Fotomat has a negative of a single letter. When enough Fotomats have fallen into place to make up a line of copy, they move up to a camera on the Fotosetter. With an interesting clicking sound the camera takes a picture of each letter.

When the copy is completely set, our operator has a photographic print all ready to be pasted on a newspaper page. By twisting dials the operator can make the type larger or smaller. He can even make letters of different sizes on a single line of type.

We will have four Fotosetters which will be used to set news heads and advertising copy. In addition 10 Fotomatic machines will set news stories.

## Don't Ask Hal Roberts When we'll be ready!

When you have a new washing machine delivered, you may have to call a service man for some minor adjustments. Hal Roberts has dozens of machines, all far more complicated, that he must have in operation before we convert to offset. Even so, some Monday about August 3, your newspaper should be printed on our new offset press.

## Everett Withrow new Production assistant

Everett Withrow comes to us from the Intertype Company. His special assignment is to help get our new offset composing room operating. Everett comes to us with a wide background of newspaper experience. He was a machinist at the Tacoma News Tribune. He was one of the founders of the Sitka Sentinel in Alaska. He can tell you when that was. We all feel old enough as it is.

## We have a practice Offset composing room

Down in the basement behind the rolls of newsprint all our new offset equipment is being installed. As each piece of equipment starts to work the men in the composing room, on their own time, start practicing on it. Ads and news items that are appearing in the newspapers now are reset on the new equipment.

## We called a plumber to install the new press

One of the surprises of an offset press is that it uses almost as much water as it does ink. Water keeps the ink from printing where you want white spaces in the newspaper. The big battle our pressmen will have with the offset presses will be to keep water and ink where they are supposed to be!



## You can roof a barn with offset plates

We asked Gary Bound to take a picture of Linda Anderson holding an offset plate. As you can see the pages are on the offset plate just as they will appear in the newspapers.

The pressmen take a picture of each page after it has been pasted up in the composing room. They print a negative directly on to the aluminum sheet just like a photographer prints proofs from your negatives.

These used aluminum press sheets will be sold for 25c each after we are into offset.

## Pressmen do everything But print offset now

The lights are on in our new offset camera and plate making room most of the time. On their own time, our pressmen are learning to operate all the cameras, plate makers and other new equipment. Many of the problems of the new equipment are being solved now, before we go offset.

## Anybody say something That's fit to print?

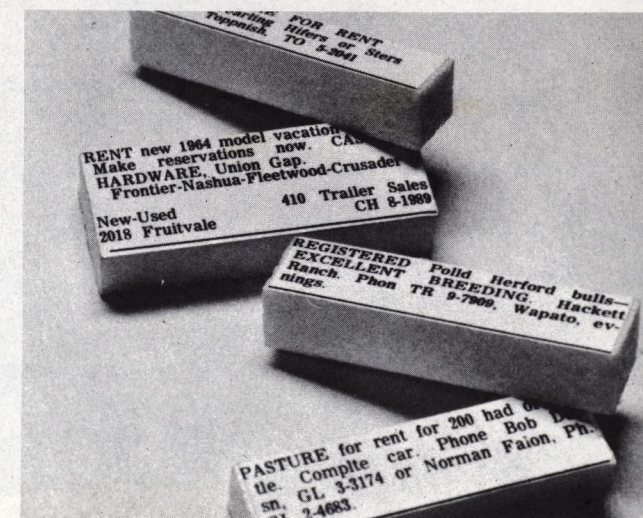
Here's our first edition of a new and revised Repubco News. Names usually make the news but we thought our new offset was so interesting we devoted all our space in this first issue to it. However! There will be another Repubco News about Aug. 1. Give or take a week or so. If you have any items, bring them down to the second post on the right . . . in the library.

## Tom Thomas previews an offset newspaper

The Herald and Republic news departments expect to gain in immediate benefits from the offset production:

1. Better reproductions of photographs.
2. The opportunity to run late pictures on any page with space to handle pictures.

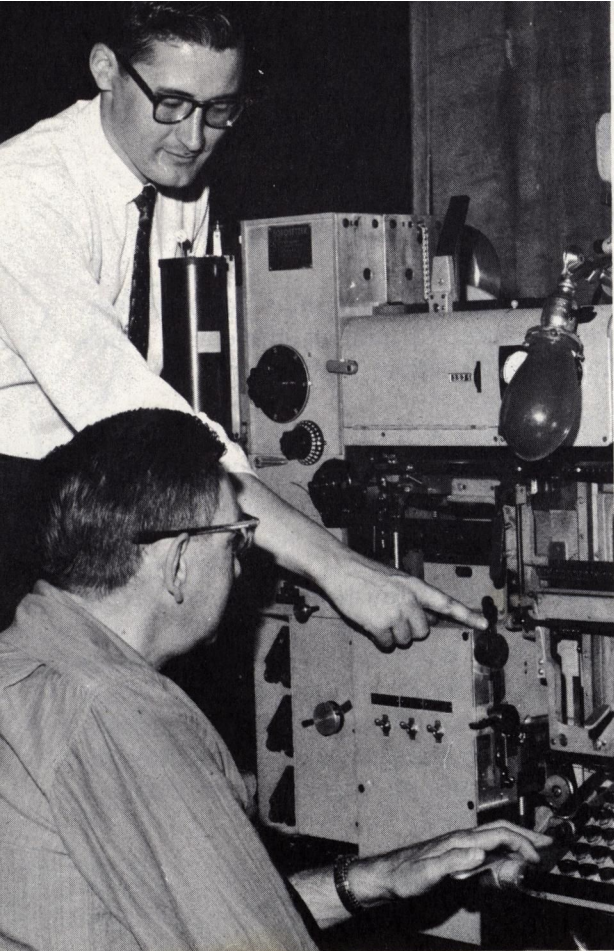
Now, it takes hours to have an engraving made for each photograph we use in the newspapers. We have one or two deadlines for each issue of the newspapers. When we convert to offset we can have a deadline for each page. It will take minutes instead of hours to prepare news pictures for the papers.



## Classified ads will be pasted on foam!

Classified ads change every day. New ones are added and those that have expired are taken out. We've solved the problem of resetting all the want ads for every issue by pasting each one on a separate piece of styrofoam.





## Hours of Extra time Spent in training

We think the time spent by the men in the composing room and the press gang deserves special mention. The new offset equipment is completely different from the way we have been printing newspapers.

Everyone has to learn how to operate the new machines. There are new methods that have to be mastered. All of this takes time.

So let's all give a round of applause to the men in the back shop for the time they are spending now to help us all put out a better newspaper.

Here we have a picture of John Zuber getting tips on the operation of the Foto-setter from Intertype instructor Jim Slater.

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