

Vallejo (Northern California, across bay from San Francisco)

Vallejo News Chronicle, evening, 20,652 circulation.

Times-Herald, morning, 21,512 circulation.

Vallejo city area listed in Editor and Publisher as 88,412 .

Luther E. Gibson, publisher (also in radio) Wyman Riley, managing editor. Operations carried on in crowded uptown location. Printing and presswork carried on ~~at~~ separate location. Fire destroyed part of facilities.

Building plans well along. Will house everything under one roof.

Two papers are published for the price of one and subscribers receive each, delivered by carrier boy. This has turned back all S.F. opposition and chased other newspapers in town out of business. San Francisco papers, which hit Vallejo with various editions, now limited to street sales from previous heavy subscription lists. Metropolitan ideas followed.

Evening paper is published five days a week. Morning paper is published seven days a week. Morning paper , as of April and May, 1947, running 150 pages a week and evening paper 90 pages a week. Heavy curtailment coming along because of few days inventory of news stock. Letters dispatched to all advertisers explaining situation.

No news or advertising duplicated in either the morning or evening paper.

Gibson does layout work for special Sunday section.

Guild has been in Vallejo for two years. Very dissatisfactory.

Emphasis placed on pictures of local nature and AP wirephoto.

Gibson accompanied advent into newspaper field with modernization of news, bringing local news to metropolitan status.

Sports handled only in A.M. paper. Two men employed in sports department.

Society used extensively in evening paper only and heavy in Sunday. Sunday deadline: all society in by Friday noon. Editorial page deadline

for Sunday is Friday. Feature deadline for Sunday is also Friday.

All wire services, UP, AP and INS used. INS used extensively in Sunday edition. All news operations, an admitted madhouse, carried on out of room not larger than 12 by 20 feet. Same news room facilities used by individual crews. Managing editor in charge of both papers, has separate office. City editor in charge of the morning paper.

Salary scale: year men, \$47.50. Five year men \$68. Overtime fairly regular. One photographer, at \$69, gets regular check of \$100. Photographer needed and extra one is being secured.

Sports, in a.m. paper, runs two pages daily, seven days a week. Class adds, one page of separate comics used in a.m.

Society, in afternoon paper, runs two to three pages daily, five days a week and eight pages on Sunday. Picture section page and page of society news pictures carried on Sunday. Daily sex deadline 10 a.m.

Staff of not more than 16 persons takes care of both papers.

Photographer works from 1 p.m. until 10 at night, part of the time and has free day for assignments on other days.

Two engravers employed. Pictures run larger than in usual paper and plan is to expand photography.

Proofreaders, formerly in news dept., transferred to backshop but same girls hired and same mistakes occur. One proofreader used day, one night and one used as swing.

Deadlines: Most copy for afternoon paper in 11 to 11:30 a.m. and city cleanup completed 12:30 to 1. Paper locked up at 2 and rolls at 2:30 p.m.

Deadline for A.M. paper is 10 p.m. Windup at 11 but can handle late news up to 12:30 a.m. Lockup at 1 and press rolls at 1:15 to 1:30 a.m.

Correspondents, to handle adjoining counties, work full time in some cases and some work three days as a flat basis. State page and county page of news carried.

Pay differential of \$5 a week paid for photographer and car allowance or to newsmen using own cars. Insurance split. Photo costs, including materials only, run about \$90 a month. Standing order on size of pictures when being made by engraver is to "add one column for the publisher

Wire photos cost \$70 a week

Afternoon paper, feature page replaces editorial page. Datelines eliminated from a.m. paper.

Publisher working on radio expansion, news expansion. Works closely with civic organizations, etc. but plays news for what it is worth.

Modesto Bee (Central California)

Modesto Bee, 16,648 circulation. Evening . City area of 24,814 served. Trading area of 94,234 served. Harry E. Conway, managing editor. W.B. O'Shea, business manager, long-time family friend , former Visalian. Paper situation, poor. Sometimes as low as 10 days or even less on inventory. Restricts entire operations. Advertising turndown hits from 200 to 1000 inches daily.

Two editions published, first 12:30 a.m. to serve entire county in which indications point to 20,000 circulation when paper permits. Closing time for news 11:30. Second and home edition rolls at 3:15 to catch baseball. Closes on local news at 2:45.

Circulation claim of 18,000 now compared to 16,648 listed in 1947

Editor and Publisher. Aim to hit 22,000 in two to three years.

Paper carries from 56 to 58 col of news in 16 pages. Job situation still tight, rarely find suitable man.

Scale: Paper is non-Guild. Salary scale starts at \$48 and ranges up to \$72 for old timers as reporters and desk men, also assistant dept. heads. Sacramento Bee Guild contract is kept on file and efforts are made to "beat" Guild negotiation demands to punch by giving voluntary raises in worthy causes.

Society: department uses two employees. One page of society produced daily. Two pages produced Saturday. (no Sunday paper issued)

All society copy is cleared day previous to publication . Editorial page also closed day previous. This permits backshop to get out on schedule. Battery of 10 machines.

Sports: 2 1-3 man used on sports. Sport page made over from morning edition to afternoon home edition. Sports power, extra, needed because of baseball league.

Photography: Limited now intentionally, due to paper shortage, but

2-Modesto:

have plans to build up photography when conditions permit. Man working in class ad department now used for spot news coverage on pictures. Commercial photographs purchased from outside source of weddings, public events etc. at customary rate in Modesto of \$3 a print.

Newsroom operates on five-day basis. Found 6:40 hour, six-day week impractical from working standpoint as well as production. Find use of swing men more practical on five-day deal than mixing up employees.

Country correspondents: String of 30 carried on space or full time to give complete news coverage throughout the entire county. One man in office handles incoming letters, sent both by mail and stage, and telephone calls on spot news.

Library: Created on orders from Sacramento against wishes. O'Shea has found that it is now highly in favor with employees and their families and is now very desirable. No charge is made on books but penalties are collected when books are kept overtime (past two weeks.) Dozen top magazines subscribed to. These, with main papers of the area kept on file. Sacramento prescribed set of classics which have been popular with staff members. Library filled in with popular fiction. Book bill for each month runs around \$50. Library is maintained by woman keeping check on 000000 clip material for reference, etc. Sox girls file metal

Building plans: Plans drawn for one-half million dollar building. (Figure does not include equipment) One-half block site owned by company on which school building now stands. School building will be used as adjunct to new building and will be remodeled to house Bee operated radio studio and some commercial phase of new building (engraving perhaps) Matter of parking for employees has been taken into consideration in building plans. Bee is campaigning for off-the-street parking, as also are merchants, and this procedure is in line with most congested California cities where building plans are being made by both newspapers and commercial businesses.

Paper spends from 20 to 23 per cent of gross on news production, anticipates slight upturn due to expansion of services when paper supply permits.

Fresno

Fresno Bee. Circulation 55,600 afternoon, 55,809 Sunday. Serves city population of 60,000 and city zone of 100,491. Trading area service of 347,186 figures additional counties other than Fresno, extending even over Kern county, served by Bakersfield Californian. H.R. McLaughlin, managing editor. Staff of 25, not including copy girls, photogs etc., takes care of editions. Non-Guild paper but influenced by Sacramento Guild scale, keeping within that range. Scale ranges from \$50 to \$70 and overtime is run up in practically all cases. Overtime of four hours paid regularly on Saturday night shift toward Sunday paper.

Sports: three-man staff, with two of the men frequently running into overtime putting them at \$100 a week to cover the job. Sports uses separate office. Sports cuts kept in the sports office along with large sports library. Deadlines for Saturday night is 10:20 and 11:20 p.m. (looking toward Sunday edition)

Two full-time photogs on scale of \$70. Overtime runs up to \$90. Negatives kept filed in boxes in photo room, identification being written serially on them. Master index of photo negs kept by librarian. (Steno) Photogs allowed to resell prints, etc., where there is no competition with commercial photographers.

All photographs as in the case of other papers where photography counts, sent through art department on regular size ratio of 3:2. All wedding pictures, submitted for publication copied in studio. This is same as in other papers. Standard equipment, 4 X 5 Graphics used. Individual camera assigned to individual, no equipment interchanged. Negative holders punch-marked so key to photographer is registered on negative/ Holders numbered. Aerial camera part of equipment which also includes large dark room and photo lab with studio attached. Supply records kept by each photographer daily, submitted in weekly totals. All pix filed in library.

Farm section: Tabloid, currently running 12 pages and carries 550 inches of advertising at premium of \$2.00. Could run 16 to 20 pages with

proportionately heavy advertising if paper facilities permitted.

Farm editor is member of three-man valley staff (all inside desk men) and he makes two half day trips a week, Monday and Wednesday, on farm features. Photo work done by photographer. All farm material, including layouts which go through art department and are all retouched, is Thursday, 3 p.m., for Sunday edition. Would normally carry 1,000 inches of advertising in 20 pages.

Valley Department: Three man staff, all desk men. 100 correspondents cut from 125 pre-war because of paper shortage, feed in news by mail, stage and telephone, customary breakdown on type of news as to medium of communication.

Editions: Valley edition, Bulldog, runs at 10:20, issued for points as distant as Bakersfield. Second valley edition, 12 o'clock noon for nearer points like Hanford, Visalia, Tulare, Madera, Merced. Valley staff works on overnight or Sunday material after 12 o'clock noon or lunch hour which expires at 1 p.m. Full news page, without advertising, used for valley and material is carried over. Space count copy schedules is kept as in all departments. Space rate of 15 cents an inch paid correspondents or men are retained full time as in case at Bakersfield, Hanford, Visalia, Tulare etc.

Library: Family and employe library maintained as in other Bees. Clips and zinc kept on file. Zinc restricted to 1 and 1-2 col. material. Larger layouts only being kept for "historical" purposes. All other Bee information, such as art department, artist, formula. Three men used on telegraph, handling three services, feature material, etc.

Bakersfield.

Bakersfield Californian. Evening. Circulation 25,985 (no Sunday)
Serves city area of 62,952 and trading area of 127,041. Jim Day,
managing editor. Alfred Harrell, publisher, now dead. Daughter comes
in several days of the week to work on editorial material, policy, etc.

Kern county weekly, in Bakersfield, has just announced plans to go
daily and has 13 lino and intertypes on order but does not expect to
secure shop material for expansion until this fall.

Paper situation, tight. No prospects for improvement seen. This
limits news production, but plans are under way for expansion when
conditions permit. The paper won first place in its circulation class
last year for typography, makeup, news content and excellence in NEA
nationwide contest.

Newsroom organized AFL six months ago, quite similar to Guild,
even to grievance committee.

Three editions published daily. Before noon. Just after 1 and
2:40 to 3:15. Full lunch hour taken by all employees. Employee schedule:

Day, managing editor 9 a.m. 12 to 1 lunch.

McArthur, city editor: 7:39 a.m. 12:30 to 1:30 lunch.

Kreiser, edit writer 8 a.m. 11:30 lunch

Hollins telegraph editor 7:30 a.m. 12:30 lunch.

Little, sports and copy desk: 8 a.m. 11:30 lunch.

Feay, swing man 7:30 to 8 a.m. 11:45 lunch.

Henley, woman's page 9 a.m.

Saunders, reporter 8 a.m.

Rossi, society 8:30 a.m.

Fleming, reporter 8 a.m.

Sanders (night reporter) 2 p.m.

Elliott, reporter, 8 a.m.

Bedell, librarian 8 a.m.

Salary scale:

Less than one year \$43; more than one year \$48; more than 2 years \$63; More than 3 years \$68; More than four years \$73; More than five years \$78; librarian \$63. All experienced men hired. Rare exception to hire trainee.

Night differential of \$1 a day paid for night reporters. Night reporters used to get away from overtime on regular staff. Eight cents mile paid for auto expense. \$5 week car allowance paid.

Deadlines: 11:45 a.m. news deadline for first edition. Paper rolls at 1 p.m. 1:15 p.m. deadline for second edition. Paper rolls at 2 p.m. 2:15 to 3 p.m. deadline for home edition. Paper rolls from 2:30 to 3:30.

Page deadlines: Society 9 a.m. Sports, 9:30 to 10. Local page 11:45 a.m. and 11:45 for page 1. All inside handled early.

Engraving and photography: Office makes charge of 10 cents a square inch for engraving to news. Engraving plant operated by one man. Production of 9,000 square inches in one month handled on rare instances or when paper permits extensive use of pictures such as full picture page which will be resumed as regular local feature when paper permits. Normal production is around 4,500 to 6,000 inches a month. Los Angeles has current shortage of 140 engravers, most keenly felt shortage in newspaper office in Southern California.

Commercial engraving brings in revenue of \$200 to \$400 a month. Engraving supplies, including zinc and bill for California Ink co., runs from \$200 to \$500 a month. Photography supplies, including film, globes and minor studio replacements, also chemicals, printing paper etc. averages \$100 a month.

Two photographers used. Standard equipment used in photo department which includes 4 X 5 graphics. Photographers use same equipment. Studio equipment includes mug camera, curtains, lights, dressing room for patrons who are encouraged to come in and have pictures taken, Total of

8,000 pictures of servicemen taken during the war.

Morgue includes 40,000 cuts, one or 1-2 col. Larger zinc kept one year and discarded month by month as time elapses. Librarian has full time job at \$63 a week.

Two master indexes kept: one for clips and zinc, one for negatives. No photographs kept. Each master file occupies one tier, five drawers deep and each drawer is kept triple. Cards are plain which cut-up stock, bristol board. Sports material filed with blue cards. Yellow stock used for negative file. Cards arranged alphabetically with code numbers, starting with one and then up. Filing cases are deeper. Four inch envelopes, open at end, filed vertically and serially numbered, placed triple to a case. Envelopes contain both metal and zinc. Entire library occupies space 20 by 30 feet, was started seriously in 1936 and extra space is needed.

Staff of 16 includes managing editor and city editor who are non-union. Staff, with one exception, made up of three to six-year men. Competition from Los Angeles checked by strict adherence to local news policy. This has been so successful that wire photo and other services not necessary although mats are laid down in Bakersfield on satisfactory schedule.

Size of the paper and inches to fill compiled by 2 p.m. for the succeeding day by the shop superintendent and communicated to news department by phone by that hour. Advertising department lays down makeup dummies to news department a few minutes later, also for the succeeding day.

Personals believed important part of local news and based on old formula that names are news. Local pictures are best news interest from Bakersfield viewpoint. Back page held best editorial page, same belief held by the Sacramento, Modesto and Fresno Bees and the Vallejo papers.

Twelve intertypes, on order since 1938 ?? undelivered.

Employment: Satisfactory employees still difficult to obtain.

Increasing number of inquiries being received but most of these are borderline cases. Known good men still missing. San Jose again recommended by this paper as best known example of duplicate operations. City editor on Bakersfield paper, who came to Bakersfield from San Jose, pointed to impracticability of using ~~00000000~~ same equipment as he had observed while employed at San Jose. Pointed to lack of filing facilities by staff members and overlap of employees of five-~~h0000day~~ day, eight-hour week, as drawback. Ross Miller, ~~night~~ managing editor at San Jose, formerly of Bakersfield.

Bakersfield (Jim Day) would be interested in receiving any information on employee retirement system available from Yakima when such, if ever, is worked out.

Ad, PhotographY: Supplies kept in supply cabinet under lock and key. No supply use forms required of photographers. Prints are made up only from negatives selected by managing editor.

Days off list posted to cover month or six-week period during which time regular day of the week off is assigned. Next publication gives other employees a chance at the weekends to prolong them. Extra employees required to handle vacation schedule.

Proof reading handled as union, in shop. Proof reading quality acknowledged low. Pensioned printers declared inferior to college girls. (This after long observation) This statement made as based on long observation of two systems.

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San Jose:

San Jose Mercury Herald , Morning (parent paper) Circulation 25,490. Mercury Herald and News is Sunday paper with circulation of 37,987. San Jose population 68,457. 91,971 city area. Trade area listed as 184,515. Elystus L. Hayes, San Francisco attorney, is publisher with brother and is president. Spends parts of few days each week in San Jose. Wilson Albee , managing editor morning paper on day time basis. Ross Miller managing editor at night. Jack Wright managing editor of evening paper.

Mercury-Herald: Managing editor (Miller) , formerly of Bakersfield Californian starts at 3 p.m. Hours unlimited. City editor starts at 1 p.m, works to 10 p.m. , six-days. Assistant city desk comes on at 5 p.m. and works until 2 a.m.

Wire: Early man 3 to 12. Telegraph editor 4:30 to 1:30.

Machines start at 5. Sunday editor off Sunday and Monday, works mostly inside. Three photographers serve both papers. Society department is daytime operation only, starts at 7:30 or 8 a.m. and finishes up by 4. Serves both papers, with head of department arranging spread of material. Concentration placed on Sunday section. All social news cleared day previous. Social news for Sunday paper cleared on Wednesday or Thursday., main deadline being enforced on Wednesday. Total of 24 employes on staff. Three on society with swing girl occasionally. Paper is Guild.

Press for Morning paper rolls at 1 a.m. Deadlines:

Telegraph 12 very latest; local 11:30, very latest. Sports close one page early and hold other for sports results. Staff of three, with one swing man, used on sports. Found addition of one man necessary because of participation in baseball league.

Central Coast news (country) covering three counties, closes at 10. This work supervised by one person, who works inside mostly. Most of outside staff on retainer basis of \$50 month or rare case of full time employe. One man from each paper covers nearby Santa Clara, spending full day there running down news.

Salary scale below S.F. scale but going into that bracket. Employees paid twice monthly on this scale basis:

Less than one year \$145 monthly; after one year \$172.50 monthly ; after two years \$200; after three years \$230; after four years \$265; after five years \$304.

Night differential paid after 10 p.m. at rate of \$1 per shift. 50 cents a shift paid for night differential up to 8 p.m. Desk differential of \$1 per shift paid. Explanation given that S.F. scale is being forced because it is the only way to obtain quality men.

Separate features used on each paper. Sunday material emphasized. Personal contact on news source emphasized. Deadline for all Sunday material is Thursday.

High school or college boys used as correspondents by sports department.

INS wire used especially for its Sunday value and attendant features. All pages ~~double~~ dummied. No stories wrapped. No heads used on cuts, A.M. paper. A.M. paper is more staid and P.M. more colorful even to using colored banner. P.M. paper was started just a few years ago.

Need of separate news rooms because of overlap and overcrowding admitted. Days off schedule customary on evening paper. A.M. paper, because of seven day operation, brings on complications as to days off.

Day assignments made through date book kept by city editor, also clips. Each reporter has ~~idiv~~ individual file with his name on it, in day box which also includes day file. Labor declared more abundant but not quality. Have been forced to discard inexperienced men, with prospects of developing into news men, to obtain quality paper, able to stand up under metropolitan competition.

Sunday morning paper requires 100 tons of print a month and is printed at Berkeley. This includes farm, society etc. Berkeley held tonnage for shopping news which was grabbed up by San Jose. Saturday night crew gets out regular news section to accompany Sunday ~~se~~ edition.

News, the evening paper, has circulation of 24,956. Gets out three editions with smaller staff (12 persons) First edition deadline for news 12:30, press rolls at 1:15. This covers streets when first S.F. editions hit San Jose. Second edition news deadline is 1:30 and is issued at 2:15 and third edition news deadline is 2:45 and press rolls at 3:30 for home edition.

Sports: Deadline 10 a.m.

Society: Day previous (5 p.m.) While Sunday deadline is Thursday, majority of copy cleared by Tuesday noon.

Local news 12:30 p.m. Picture deadline is 11 a.m. AP Wirephoto clears at 8:30 a.m. for afternoon and 3:30 p.m. for Sunday, excepting in rare, smash news cases.

Sports crew of three used. Two every day, Monday, Wednesday and Friday. Third man as swing.

Farm deadline is Wednesday.

Library: Staff of three employed, all daytime. News staff hunt out cuts, reference clips etc. at night through knowledge of library and simplicity of filing.

Different color paper used each year for clips which are pasted on paper and filed in clip file. Common names have separate jackets, others in alphabetical file. Current files maintained. Older files then made up as current files become outmoded. Clips started in 1923. Localized news mainly kept, along with news of important persons, including A, biographical sketches. Pictures saved. Negatives filed in special jackets. Monthly file of negatives kept of groups and pix apt to be called for. Individual file kept in main negative file. Pix saved and filed. Cuts kept in current file. Separate file maintained for sports. Page mats kept for six months. Subscriptions received from all major papers in state and some outside ones. These are kept, folded half, in boxes cut to fit, for one month back. Current issues, for non-clip, kept on file table. Papers clear through city editor who checks them for ideas, news etc. Advertising department mat service files (Metro service)

4

also kept in library. Regular newspaper files to be microfilmed. All cuts kept in hell box for one week only, then scrapped after ones to save have been removed. Jackets of all removed cuts left in library basket and staff picks up used cuts in composing room at end of shift and return them to jackets.

Art department: does advertising layouts and art work as well as other layouts. All photographs copied to scale and pass through art department, with special forms for instruction.

Extra mechanical equipment being secured. Present press will be retained for Sunday work, comics, etc. New press will be for regular paper, thought Goss at first, now not so sure and not so hot about it.

All operations in one building, mostly on one floor. Building adjoining has been purchased for addition when conditions permit and this will give sufficient space for planned operations, all under one roof. Present building, while in good location and with good front, etc. is practically ~~box~~ box shaped with composing room being cut off only by glass ~~partition~~ partition and with news room, business office, advertising ~~space~~ space etc. being separated only by series of three-foot railings.