5-1-1952

The Maine Journal, vol. 3, issue 3

Department of Journalism, University of Maine
AP Session Is Called For May 27

Teletypewriter Service Comes To Maine Dailies

All Maine dailies were linked with the new Associated Press teletypewriter service (TTS) on Sunday, May 4. With TTS, the papers that wish to install additional equipment will be able to run their linotypes directly from perforated tape.

At present, most Maine papers are continuing to edit and set their wire copy in the conventional way. They work with what would be the “monitor copy” under a full-scale TTS operation.

Dispatches, now transmitted in upper and lower case, are received in measured lines calculated for justification in certain standard body-type fonts. When a paper switches to automatic typesetting, perforation of the tape will be simultaneous with receipt of the incoming copy. The tape, in turn, will be fed to a control unit that operates the linotype.

BERNARD E. ESTERS, editor of the Houlton Pioneer Times and president of the National Editorial Association, addressed the Missouri Press Association on the University of Missouri campus May 10.

ARTHUR C. BARTLETT, former Portland Press Herald reporter, has been appointed chief U. S. information officer at New Delhi, India.

HELEN JOHNSON, University of Maine junior, will be a summer employee of the Eastport Sentinel.

DOUGLAS KNEELAND, part-time employee of the Bangor Daily News, is the new editor of the Maine Campus.

News Photo Show Is Back From Tour

Prof. Vincent A. Hartgen of the Art Department, University of Maine, reports that the exhibit of Maine daily newspaper photographs is available for further showing.

Originally a Maine Newspaper Day feature, the photo show has traveled widely in Maine and other states. It recently returned from Scranton, Pa., where it was sponsored by the University of Scranton Art Club.

Organizations interested in booking the show may write Prof. Hartgen.

DAVID GETCHELL is the new president of the University of Maine Press Club. Other officers are Helen Johnson, vice president; Margaret Thomas, secretary; and Perleston Pert, Jr., treasurer.

BEN TUCKER, JR., is news editor of the Presque Isle Star-Herald.

Belleau To Lead State Meeting On Wire News

News editors, telegraph editors, and other newsroom executives of Maine’s daily newspapers will gather in Orono on May 27 for their third annual conference with state and regional representatives of the Associated Press.

Vincent F. X. Belleau, city editor of the Lewiston Evening Journal, chairman of the state editorial group, will be in charge of the program.

AP’s delegation will be led by L. P. Yale, chief of bureau, Boston, and Earl Aronson, Portland.

The business session will open at 10:30 a.m. in Room 3, Fernald Hall, on the University of Maine campus.

A luncheon sponsored by the University of Maine Press Club is scheduled for 12:45 p.m. in Estabrooke Hall.

AP’s new teletypewriter service is expected to figure prominently in the discussions.

A large attendance is predicted.

STEVE RILEY of the Portsmouth (N.H.) Herald has been appointed city editor of the Bangor Commercial. A 1950 University of Maine graduate, Riley was reporter-photographer for the Brunswick Record before he went to Portsmouth.

ROGER C. WILLIAMS, publisher of the Guy P. Gamet newspapers, was one of the business and professional leaders selected by the Secretary of Defense for a spring inspection of the nation’s leading defense bases.

FRANK MURPHY of the Boston bureau, Associated Press, directed AP’s coverage of the $600,000 Danvers armored truck robbery.
The Maine Journalist

Published four or more times a year by the Department of Journalism, 2 Fernald Hall, University of Maine, Orono, Me. Telephone: Orono 6-4441.

Who Is Obsolete?

Associated Press teleprinter service (TTS), quietly installed in Maine this month, is an epochal advance. Time alone can reveal all of its implications.

Meanwhile, we don't hold with those who predict that copy-editing is about to become an outmoded skill.

After reading a feature story that purported to sing the copy editor's technological swan song, we began taking stock. We turned, just for the heck of it, to a checklist that is used by the editors of the Maine Campus:

"Before you let any piece of copy go, be sure that you have eliminated: (1) errors in names, (2) errors in time-dates, hours, minutes, (3) errors in spelling, grammar, and punctuation, (4) errors in structure from the standpoint of clarity and readability, (5) possible libel, (6) possible bad taste, (7) confusions or contradictions, things that just don't make sense, (8) deviations from the paper's style.

"Be sure, too, that your story has a good lead and the right lead from the viewpoint of reader interest.

"Be sure that the story isn't too long or too short.

"Be sure that no part of the story is unnecessarily dull.

"Be sure that everything in it is as clear as you can make it.

"Be sure that... you have put the right marks in the right places.

"Be sure that your headline agrees with your story.

"In short: Check everything that's checkable. Improve everything that's improvable."

Performance, of course, falls short of the goal. But, with all respect for mechanical magic, we suspect the editorial challenge is going to be greater than ever.

It Happens Every Thursday

BY FRANCES DION

Many journalists dashing hither and yon and getting ulcers on large daily newspapers often wish for the peace and quiet of a small country weekly.

The dream of owning a small weekly came true for the Robinson McIlvaine family. But did peace and quiet come along with it? Far from it. The McIlvaines bought the Downingtown (Pa.) Archive on May 1, 1946, and as Jane very aptly puts it, "On a country weekly, damn it, your feet are always in water. Often as not, it's hot. But we haven't sunk yet."

In a Rollicking Book

Jane McIlvaine tells the story in a rollicking book, "It Happens Every Thursday."

The idea of buying a country weekly first came to Bob, her husband, while he was serving in the Pacific during World War II. Neither husband nor wife knew anything about the newspaper business but the years apart made them want to be a partnership. They also reasoned that through close association with others they would learn the important lessons of responsible citizenship.

After much discouragement from their friends, they found themselves the owners of the Archive, a broken-down newspaper with exactly 60 subscribers.

The first problem was to find a place to print the newspaper. This was settled by going to Martin Lee Andes, publisher of the Herald in Honey Brook, 13 miles away. He readily consented to do the printing in his shop.

Great Wall of China

Next came the advertising, which was not so easy to solve. Jane found that "selling advertising in the Archive was like trying to break down the Great Wall of China with a hairpin."

"Furthermore," she writes, "most of the merchants had never even heard of the Archive." Jane says that the Archive combined all the ingredients that would make people want to buy it, one man asked seriously, 'Archive? What's that, something you put in a salad?'

Even so, Jane tells how she got ads:

"That summer with our daughter Mia due to be born in September I looked like an upended blimp as I pounded along the steaming pavements selling space. Today I am sure that most of the merchants gave me those first ads just to get me out of their stores. It was ninety in the shade and none of them fancied themselves as obstetricians."

No building up the Archive was not an easy task, Jane reveals:

"When we discovered the extent of our competition and the shattering fact that Downingtown actually felt no need for a local paper, we realized that we would have to get out a newspaper different from the two nearby dailies.

No News Often "the Best"

"This meant working overtime to dig up news which wasn't covered by the Daily's fulltime Downingtown correspondent and to write it up in a fresh readable fashion... The best news for a country newspaperman is often no news at all."

Editorially, the McIlvaines stuck their necks out several times. One instance involved the beating of a butcher by a local bigwig when the butcher wanted back pay. Another had to do with the eviction of a veteran from his apartment by the local police chief. Neither the editors nor the straight news reporting of these incidents helped the people concerned and only stirred up the townspeople and the county seat.

"When and how to crusade editorially is one of the most difficult questions for newsmen to answer," Jane says. "We have found from such experiences that to speak softly sometimes works better and is more beneficial to the community than to use a public address system."

In making themselves a part of the community, the McIlvaines joined virtually every organization in town. They promoted such things as dollar days and a beauty pageant which, though it brought many people to

(Continued on Page Four)
Our Department Of Biography

University of Maine seniors who plan to enter newspaper work are:


Graduating seniors of the Maine Campus (l-r) William Matson, Walter Schurman, Frances Dion, and Dana Warren hold their final editorial conference.

*Photo by Crosby*
Costello is Reelected By Daily Publishers At Annual Meeting

Russell H. Costello, general manager, Lewiston Sun-Journal, was reelected president of the Maine Daily Newspaper Publishers Association at the organization’s annual meeting at Augusta in March.

Other officers reelected were vice president Richard K. Warren, assistant publisher, Bangor Daily News, and secretary-treasurer Quentin A. Whittier, assistant general manager, Lewiston Sun-Journal.

Present at the meeting, besides Costello and Whittier, were: John M. O’Connell, Jr., Frank Ames, and Robert Klah, Bangor Daily News; John H. Gannett, Guy P. Gannett Newspapers; Edward Bryan, Daily Kennebec Journal; Robert Drake, Waterville Sentinel; James D. Ewing, Bangor Commercial; Leo Joncas and Paul Casavant, Biddeford Daily Journal; and L. P. Yale, Boston, Earl Aronson, Portland, and Robert M. Crocker, Augusta, representing the Associated Press.

BILL GEAGAN, Bangor Commercial columnist, is the author of “Nature I Loved,” a 248-page book telling how the Maine woods taught a young man “to face life and be at peace with himself and his fellow men.”

RUMFORD FALLS TIMES has been conducting a weekly contest with a $5 prize for the person finding the most misspelled words in a special advertising section.

ROBERT B. BEITH, managing editor of the Portland Press Herald and Evening Express, has been named a corporator of the Maine Savings Bank.

PAUL K. NIVEN, editor and manager of the Brunswick Record, is serving as state chairman of corporate gifts for the Maine Cancer Society.

BANGOR DAILY NEWS published a “Better Babies” section on April 28.

BOB SLOSSER is a reporter for the Bangor Daily News.

It Happens Every Thursday

(Continued from Page Two)

Downingtown, caused Bob many headaches.

“At first, like David, we wanted to kill giants, do great deeds,” the story goes. “Now we were discovering that gradualness was the only approach. The newspaper of a small democratic community, we found, has a role, but its role is not that of a general leader. Its proper function is that of a catalytic agent.”

Jane McIlvaine has presented a humorous and colorful account which can be enjoyed even by those who do not have printer’s ink running through their veins.

Mixed in are her ideas of newspapers and newspapermen:

“Unlike the editor of a city paper who is insulated from the populace by a bevy of rewrite men and reporters, the editor of a country weekly must be all things to all subscribers. Like the local cop or the country doctor, he must be accessible day and night. For him there are no strangers—only people he hasn’t met before.”

Evans Throws New Light On Old Maine Press Photo

Ora L. Evans, editor of the Piscataquis Observer, has identified some of the Maine Press members in a 54-year-old photograph that Paul S. Plumer, editor of the Daily Kennebec Journal, presented to the Department of Journalism last fall.

The group included Mr. Evans’ father and mother, the late Mr. and Mrs. Liston P. Evans. The picture was taken in Nova Scotia, during a convention tour.

Howard N. Gray Becomes Sentinel General Manager

Howard N. Gray has been promoted to general manager of the Waterville Sentinel.

Employed by the Guy Gannett newspapers for 27 years, Gray has served the Sentinel as circulation manager, advertising manager, and business manager.

Charlotte Michaud is Named President Of Women’s Group

The Maine Press and Radio Women’s Association, organized in Augusta on April 12, is affiliated with the New England Women’s Press Association.

Officers are Mrs. Charlotte Michaud, Lewiston, president; Ruth Henderson, Augusta, vice president; Marion Whooley, Auburn, secretary; Agnes Gibbons, Portland, treasurer; and J. Frances Hapgood, Portland, membership chairman.

The group’s purpose is to promote acquaintance and good fellowship among Maine news and radio women.

BEVERLY JONES, 1951 Bates College graduate, has been named director of the Bates College news bureau. She will assume her duties on August 1. Since last fall she has been on the staff of a New York advertising agency.

PFC. BILL LOUBIER, who went from the Waterville Sentinel to Hawaii for basic Army training, was among those featured in the April issue of The Gem, employee magazine of the Guy Gannett newspapers.

REGINALD C. BARROWS, Brunswick, is now editor and manager of The Trail, Maine Good Roads association magazine. Barrows is a former reporter for the Kennebec Journal.

RUSSELL H. PETERS, former co-publisher of the Bangor Commercial, conducted the journalism classes at the University of Maine from April 8 to 16.

ROBERT C. JORDAN, Rumford Publishing Co. pressman, is the new commander of Robert Shand Post 1641, V.F.W.

FRED M. HECHINGER, educational editor of the New York Herald Tribune, lectured at Colby College on May 1.

Editor of this issue of the Maine Journalist is Frances Dion of Brunswick (see page 3).