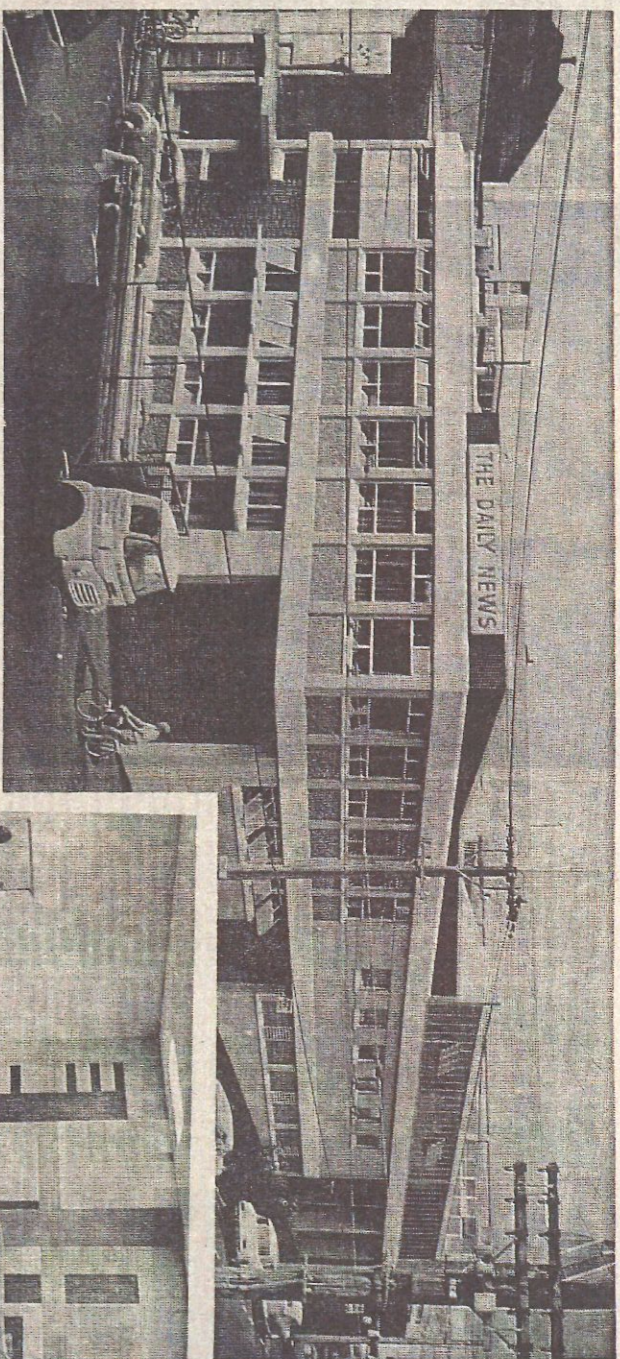
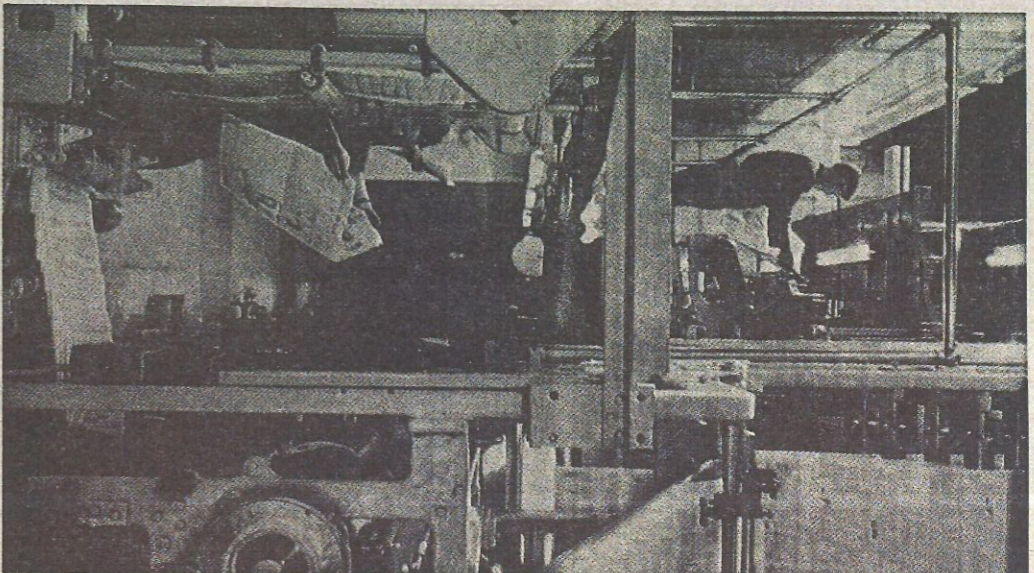
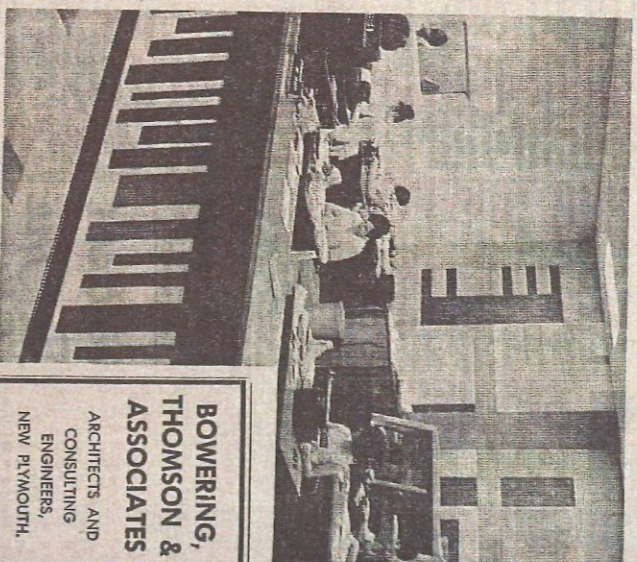


# The Story Of Your Newspaper



## Readers, Be Our Guests

For some weeks now The Daily News, as part in Salgen picks up his pen until the time you read of Taranaki Newspapers Ltd. has been occupying in your paper that New Zealand guns shelled Viet-  
 Nam. Because we are proud of this new building and of you about newspapers. We will do more than tell  
 the new methods and machinery which, we trust, new premises and explain the various processes to  
 we are producing this supplement on ourselves — Next Monday, Tuesday and Wednesday, April  
 your newspaper, The Daily News. 4 to 6 inclusive, between 1.45 p.m. and 3 p.m., the  
 Though all who work on The Daily News are intensely building with key employees as guides.  
 proud of its 109-year-old history, we are not looking Each visitor will be shown every aspect of news-  
 over our shoulder today. We are dealing with the paper world. He will see the news and photographs  
 present and the future. being prepared for the next day's Daily News; he  
 We believe our readers are interested in how will see the copy being turned into metal, the metal  
 their newspaper is produced. The letters we receive into matrices, the matrices into semi-cylindrical  
 from old readers and young make this quite clear. Remember, be our guests next Monday, Tuesday  
 So today we are taking you through the whole pro- cess — from the time the New Zealand correspondent and Wednesday afternoon.



**BOWERING,  
THOMSON &  
ASSOCIATES**  
ARCHITECTS AND  
CONSULTING  
ENGINEERS,  
NEW PLYMOUTH.

TARANAKI NEWSPAPERS LTD. NEW BUILDING

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BUILT by

# RIDDICK BROS. & STILL Ltd.

REGD. BUILDING CONTRACTORS : 140 TUKAPO STREET NEW PLYMOUTH

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# The Daily Jigsaw Of Producing A Modern Paper

There are few things more prosaic, more taken for granted or more indispensable to day-by-day living than a daily newspaper — any newspaper, your newspaper. And there are a few commonplace things about which so little is known by those who use it daily.

Do you know how your newspaper will provide you with the facts of the day? How the news is produced, useful, preliminary, background, selected, and put into the form of a newspaper for you to read? How the news is gathered, selected, and put into the form of a newspaper for you to read? How the news is gathered, selected, and put into the form of a newspaper for you to read?

Let it be understood, first of all, that a newspaper for most of all things to all men. It is a part of modern life, a part of modern living as death or taxes.

Outside its main content, it provides a wide range of information, news, and entertainment. It is a part of modern life, a part of modern living as death or taxes.

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## No Substitute

The truth is that there is no substitute for the newspaper. It is a part of modern life, a part of modern living as death or taxes. It is a part of modern life, a part of modern living as death or taxes.

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The chief reporter and his deputy at work in the reporter's room.

## The People Behind

Some American periodicals make a practice of listing the names of their chief executives.

Although this has rarely been done by New Zealand newspapers, it is appropriate to let readers know the names of the key personnel in the production of their newspapers.

General Manager, Taranaki Newspapers, Mr. D. F. C. Saxon.

Editor, Mr. J. H. Fullerton.

Chief Sub-editor, Mr. G. E. Parker.

Chief reporter, Mr. D. G. G. G.

Deputy chief reporter, Mr. W. Morrison.

Chief photographer, Mr. A. Brandson.

Chief reader, Mr. L. C. Mearns.

Women's editor, Miss C. Sandford.

Chief reporter, Mr. J. H. Fullerton.

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## Vital Role Is Played By Branch Offices

Branch offices play a distinctive part in the operations of The Daily News. Branch offices have always been encouraged to identify themselves with the districts in which they serve.

The earliest Daily News Auckland office was at Kawhia, a wide area presided over by the late Mr. J. H. Fullerton.

When the two New Plymouth newspapers merged to form the Daily News, the office managers and their staff at Hawera and Stratford began to serve both papers, but The Daily News men, some from Taranaki, were and one at Stratford, north of due course The Daily News.

In Taranaki the office remained virtually a Daily News office. Here there is today a staff of six, including a third reporter at Taranaki.

This is a highly important role, and the Daily News is proud to have a staff of six covering events on Mount Ruapehu and throughout a vast and generally sparsely populated area. This office has some striking features throughout the world of three fatal civil aviation crashes on the mountain.

On the mountain, the reporter who served the Taranaki office was the first to be awarded the Taranaki Journalism Award for his services to the community.

There are other important towns, such as Eltham, Waitara, Inglewood, Te Kuiti, Waverley, and others, where no branch office is maintained. In some cases these towns are close enough to branch office towns to be covered by the Taranaki office staff.

In other cases there are local correspondents, who either collect local news or warn head one of the coverage. A network of local correspondents covers the whole of Taranaki.

## The Character Of The New Zealand Press

Newspapers, since the coming of television, have lately been very much under a critical microscope, a process from which they have emerged, if not unscathed, at least without suffering mortal harm.

One of the chief causes of criticism is the New Zealand Daily and the Dominion. These two papers, which have been long and distinguished in the New Zealand press, have been the subject of much criticism.

The Press Association, the largest newspaper in New Zealand, has also been the subject of criticism. It is accused of being too conservative and too much influenced by the Government.

Let us look at this change of opinion. In the main, the New Zealand press has been a success. It has provided the public with news, information, and entertainment.

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## EXCAVATORS

For TARANAKI NEWSPAPERS NEW BUILDING.

For All Your — Concrete and Metal Needs

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A. J. COWLEY LTD. CONTRACTORS

91 TUAKO ST., PHONE 6673, NEW PLYMOUTH



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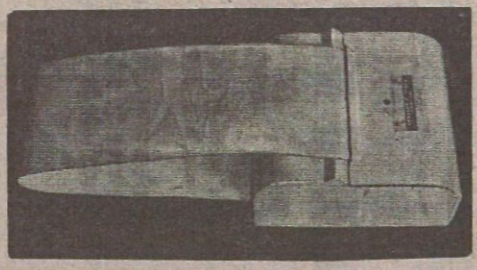
BUILDERS — TIMBER MERCHANTS — PLUMBERS — PAINTERS — ELECTRICIANS  
BOON BROS. LTD. GILL STREET — NEW PLYMOUTH — PHONE 5485

## "HYGIENIC" Way

Health and welfare of staff go hand in hand wherever there is a numerous staff. Installing "Hygienic" Towels is sound business, economy too.

Overall CLEANING Call on us also for regular cleaning of workshop overalls.

NEW PLYMOUTH STEAM LAUNDRY CO. LTD.



DRY CLEANING LAUNDRY HYGIENIC TOWEL SUPPLY CLOTHING & LINEN HIRE STAINES DUST CONTROL



# How The World's News Becomes Today's Paper

The oldest newspaper on earth began in 1690. It is still published under a different name. In those days and until the last half of the 19th century news was brought by couriers, by letter, by stage coach and by pigeons. Type was set by hand and working conditions were arduous. Since the main purpose of a newspaper is news, let us first of all study how news reaches today's papers.

But first of all, what is news? News is the news of the day. It is the news of the day that is the news of the day. It is the news of the day that is the news of the day.

Local correspondents cover print into the page form.

Meanwhile, because pictures are so important in the news, the results of their work are sent out on assignments and selected, captioned and printed in the paper. By early afternoon, the sub-editor news, which is expected from the Melbourne Cup is about from elsewhere in New Zealand, and from local sources.

### Special Pages

In general sports, racing, and other specialised news, the paper is prepared in the afternoon. The results of their work are sent out on assignments and selected, captioned and printed in the paper.

### Three Sources

Your newspaper draws its news from three main sources: from the news of the day, from the news of the day, and from the news of the day.

### Secondary Sources

Not is all the letterpress prepared in the afternoon. The results of their work are sent out on assignments and selected, captioned and printed in the paper.

### Voice Of The Paper

The voice of the newspaper is the editor. He is the one who decides what news to print and how to present it.

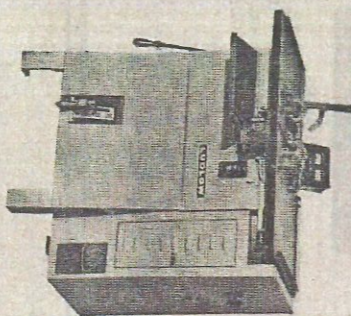
The editor's job is to select the news that is most interesting and important to the public. He also decides how the news should be presented.

## OUR CONGRATULATIONS TO TARANAKI NEWSPAPERS LTD. ON THE OPENING OF THEIR NEW BUILDING

The publication of two City Newspapers on one premises is a bold step forward and marks a new era in Newspaper production in New Zealand.

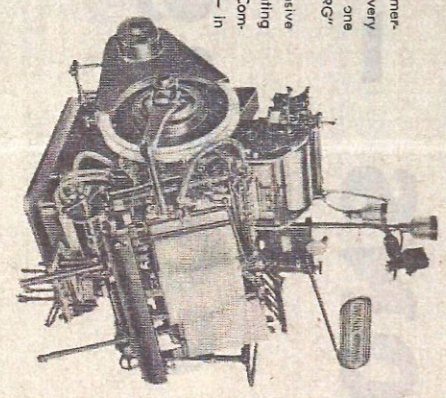
TARANAKI NEWSPAPERS LTD., as printers of the Daily News and Taranaki Herald, demonstrate by such a progressive move their complete confidence in the future prosperity of the Taranaki Province and its thriving commercial centre of New Plymouth.

It is our pleasure to have been associated with both papers for many years and also in the current move and such progressive development makes us proud of our position as machinery and equipment suppliers to the newspapers of New Zealand.



The Ludlow Type Casting machine is extensively used throughout New Zealand for the production of advertising and headline slugs for printing newspapers, headlines, etc. We illustrate on the left the latest version of this machine which, along with its complementary machine, the Elrod lead and rule caster continues to be improved and developed.

Many New Zealand newspaper houses have Commercial Printing Departments and we can claim that every such department in New Zealand has at least one printing machine with the name "HEIDELBERG".



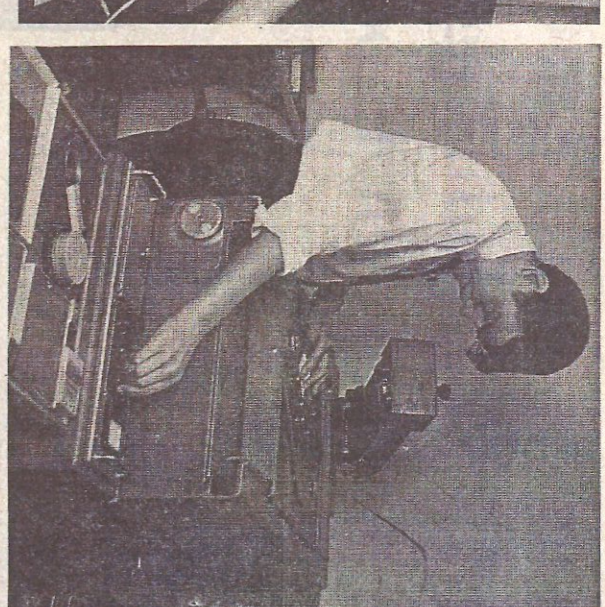
ORIGINAL HEIDELBERG PLATEN, 10 1/2 in. x 15 in. "Workhorse of the Graphic Arts" A. M. SATTERTHWAITE & CO. LTD. Head Office: Christchurch. Auckland — Palmerston North — Wellington — Dunedin. Suppliers to the New Zealand Graphic Arts.



Proof-readers at work.



A reporter operates the Multirad wire-photo receiver.



An operator adjusts the Kishenograph before making a picture block.

## TIME-SAVING TELEPHONE SYSTEM ADOPTED

Among the many new features in the new Taranaki Newspapers building is a telephone system unique in the province, designed to locate with the minimum of delay individual staff members whose work keeps them on the move throughout the building.

Key executives have telephones with several buttons on them. If a man is leaving his office, he presses one button and the light on the switch-board glows. The operator then knows the man is absent. If a call comes while the "out" light is glowing, the operator sets the light on the switch-board to glow. When the absent man returns to his office he presses a button and the light goes out.

This novel inter-com- munication system, without reference to the switch-board, merely by dialling a different number, followed by the name of the employee's extension.

## Minutes Count As Papers Leave Press

At 12.45 a.m. every day in the King Country edition of The Daily News comes the press. An hour later, almost to the minute, the same press begins to churn out the Taranaki edition.

As the presses roll, the men in the publishing department roll up their sleeves and prepare for work. In the printing room, the presses are fed into wrapping machines capable of wrapping 5000 papers an hour.

From the wrapping machines they are tied into bundles, comprising a few hundred papers to as many as 100.

Newspapers are wrapped to facilitate their delivery in several areas where heavy lifting is involved. It would be impossible to place each paper in a motor box.

The "Tara" newspapers are packed in the latter boxes or on the counters of advertising agents. Trucks, large and small, vans, large and small, and agents.

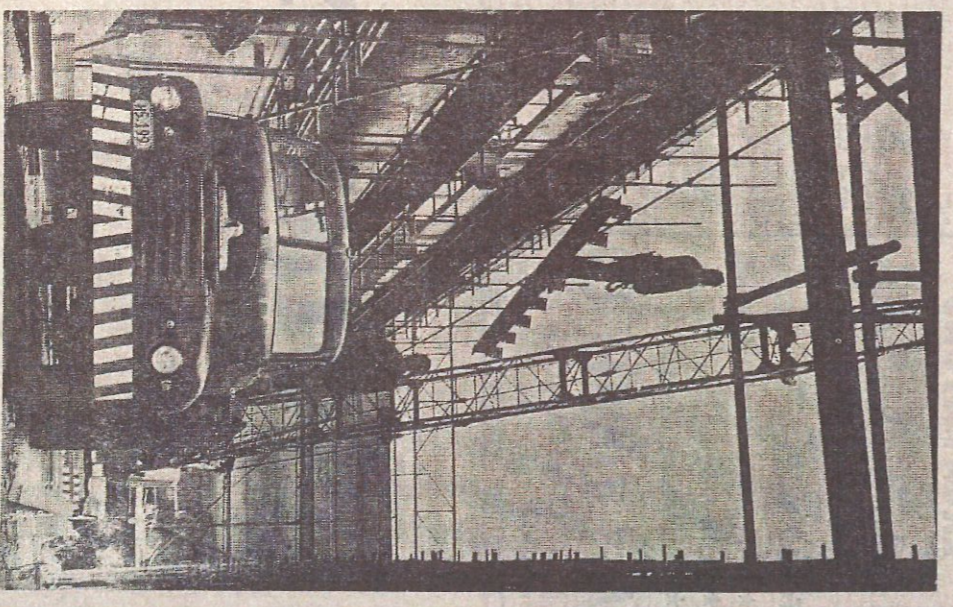
There is an essential part of a newspaper, the advertising department. Without the "ads" a modern newspaper would cost three or four times the price of a subscription. It is a fact that the cost of the raw newspaper plus the cost of delivery.

Advertising carries the rest of the burden. A kind of advertising is negotiated with advertising agents seeking to popularise or publicise nationally known products. These come to the newspaper as regular features in the paper.

These advertisements are negotiated, sold and sometimes written by the advertising staff who play a vital part in the production of the paper. For the sake of a New Zealand advertiser, the volume of advertising sold for that particular issue.

The advertising manager prepares the skeleton to dimension the paper, "fills in the literary" copy, "fills in the holes" and complete the process. No reader needs reminding that there is a strong news ingredient in most "ads."

## A STEEL ROOF TRUSS BEING HOISTED INTO POSITION TO HELP CARRY THE ROOF OVER TARANAKI NEWSPAPERS NEW PREMISES



ALL STEEL FABRICATED and ERECTED by TARANAKI'S FOREMOST ENGINEERS SWANSON COMPANY LIMITED ENGINEERING COMPANY LIMITED STRUCTURAL — MARINE — GENERAL ENGINEERS DEVON ST. WEST NEW PLYMOUTH PHONE 5409



## Daily News Circulates In Immense Area

The circulation area of the Daily News embraces a huge section of central North Island, comprising Taranaki and King Country and the northern tip of the Wellington province.

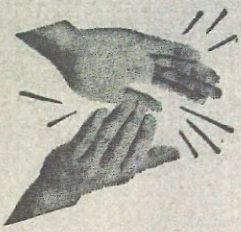


Delivery boys collect their bundles of papers in the circulation department.

Once again it has been our privilege to be associated with Riddick Bros. and Still Ltd., and Bowering, Thomson and Associates, in supplying all the builders' hardware for Taranaki Newspapers Ltd.'s new premises.

### JOHN BURNS & CO. LTD.

241 DEVON STREET EAST, NEW PLYMOUTH  
(OPPOSITE STARK & LOW LTD.)



CONGRATULATIONS

TO  
RIDDICK BROS. & STILL LTD.  
AND THE ARCHITECTS

The circulation area is growing. King Country, dis-bounded by Otomanga, in isolation and just as important in the north, Taupo and Waikato, the increasing regard for the news, naturally, has led to a number of newspapers being published in New Plymouth. This policy of always looking for more subscribers with existing circulation is a sure sign of a newspaper's growth.

The Daily News is pleased to be established in a new premises in South Taranaki. The paper's circulation is estimated to be in the order of 100,000 copies per week. It is the largest newspaper published in the Taranaki region.

There has been, however, our milestones in this process—the establishment of branch offices in Stratford and Hawera stand out in recent years as what the paper's staff has come to call "going into the King Country."

This step was taken in 1964 when the paper's circulation and advertising departments were set up in Tamaramoa, Taranaki. Since then a steadily increasing number of branch offices in Stratford and Hawera stand out in recent years as what the paper's staff has come to call "going into the King Country."

## Four Men Play Key Part In Distribution

Four men and the four vehicles they drive carry the main responsibility of getting The Daily News from the presses in New Plymouth to the construction worker at Turangi, the farmer at Kaipunga and the bank clerk at Stratford.



Branding paper fresh from the press for loading on delivery vehicles.

A copy of The Daily News costs a mere 4d but it is surprising how many people pick the wraith of the law by stealing one.

Stolen newspapers represent one of the smaller, but nonetheless irritating, problems to be dealt with every day by the circulation department of Taranaki Newspapers Ltd.

Newspapers are taken from letter boxes from front doors, from mail boxes, from boxes without permission. On many occasions the dishonesty has been done by the circulation staff themselves. The circulation manager, Mr. J. D. Carrington, has had to deal with a number of these cases.

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When the truck arrives in Stratford, it is unloaded by several hundred men. They are then taken to the main office in Stratford.

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## Nerve Centre Of News Deliveries

The nerve centre of the far-flung and complex delivery system of newspapers in Taranaki and King Country is the circulation department at the head office of Taranaki Newspapers Ltd., Currie Street, New Plymouth.

The man in charge is the circulation manager, Mr. J. D. Carrington. He is responsible for the entire operation of the department. It is his specific responsibility to see that every subscriber gets a paper every morning, no matter the weather. The conditions of the weather, the nature of the road, the human element, work against a 100 per cent. fool-proof system. Mr. Carrington's job is to make it all work.

When the geography of the country is considered, it is obvious that we have no time to play around with. To us, every minute is precious and, by minute, I mean minute. The circulation department is a nerve centre of the newspaper's operation. It is the point from which all the delivery vehicles are directed.

Mr. Carrington said that, "The circulation department is a nerve centre of the newspaper's operation. It is the point from which all the delivery vehicles are directed. The circulation manager is responsible for the entire operation of the department. It is his specific responsibility to see that every subscriber gets a paper every morning, no matter the weather. The conditions of the weather, the nature of the road, the human element, work against a 100 per cent. fool-proof system. Mr. Carrington's job is to make it all work."

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## Your friend the atom works in a concrete cell in NZ's first major peaceful use of atomic energy

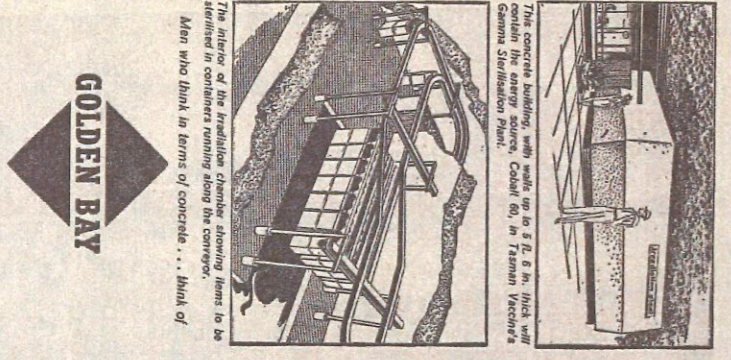
Reinforced concrete walls up to 3 ft. 6 in. thick will form the radiation chamber in Taranaki Vaccine's new Gamma Sterilisation Plant being built in Upper Hut. Over 1,000 tons of concrete will be used in the building.

The purpose of this plant is to sterilise medical dressings and New Zealand manufactured medical disposables, for use in New Zealand hospitals. It is the first plant of its kind, designed for sterilisation by atomic energy, to be built in the Southern Hemisphere, and it is amongst the first of its kind in the world.

The energy source for the plant will be the radio-isotope, Cobalt 60. This will be carried automatically by a conveyor into the radiation chamber, where the item will be exposed and sterilised. They will then be conveyed back to the factory for packing. There will be no radiation residue in the dressings.

The radiation chamber will have a 20 ft. deep pool of filtered water. When the energy source is not in use and when inspection is necessary, it will be lowered into the pool.

When completed, the building will incorporate over 1,000 tons of reinforced concrete. Golden Bay cement will be used throughout. Atomic energy will work for New Zealand industry in Taranaki Vaccine's Gamma Sterilisation Plant. Another achievement made possible by the strength and versatility of concrete.



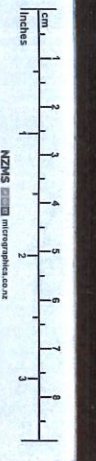
The interior of the radiation chamber showing items to be sterilised in containers running along the conveyor.

Men who think in terms of concrete... think of GOLDEN BAY



Building contracts: Dwyer & Company Ltd.  
Contractors: G. G. Gilling & Associates.  
Plant: Atomic Energy of Canada Ltd.

Ordinary Portland Cement and Rapid Hardening Cement



CONGRATULATIONS TO TARANAKI NEWSPAPERS LTD. ON THE OPENING OF THEIR NEW BUILDING

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