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Leadership Keeps Paper Out Front

THE FIRST thing that interested me about the newspaper business was the linotype machines. As a boy I stood by a window at The Ada News and watched those marvelous mechanical contraptions set type.

The clatter and odor of molten lead fascinated me as news was turned into "hot type" to tell readers what happened.

Years later, when I became a journalist, linotypes still were essential printing equipment. When I joined The Oklahoma Publishing Co. in 1937 there were long rows of them. Today there is none.

Electronic systems have changed publishing and printing about as much as television changed broadcasting. Hardly anything is done "the way we used to do it."

My principal tool, the typewriter, has been displaced by computer displays, the library is in a databank, and "cold type" is produced almost instantaneously and silently.

Over the years my responsibilities

have included supervising printing of OPUBCO publications by letterpress, rotogravure, and offset in large plants in Chicago, Denver, Austin and Oklahoma City.

These facilities were up-to-date then but they now seem primitive compared to the offset printing plant just put into operation by OPUBCO at Broadway and Britton Road. It was described fully in a special section of *The Sunday Oklahoman* Jan. 20.

Everything is different from the printing plants I knew not so long ago. Methods of handling news, photographs, advertisements, typesetting, pagination, platemaking for printing and presses all are far advanced.

One might say they are "light years" ahead except that fiber optic cable used to transmit materials from offices downtown to the new printing plant miles away doesn't seem to take quite that long.

Blazing new trails in technology has been a custom at Oklahoma

Publishing Co. since before statehood, a trait which helped to put the City and state on the map.

This is due primarily to the vision and leadership of two men: The late E.K. Gaylord and Edward L. Gaylord. It is impossible to recount their efforts to help build a great city, a prosperous state, and a strong nation of free and self-reliant citizens.

An outstanding newspaper depends upon its people, as well as its printing plant. The Gaylords have exercised genius also in securing services of capable individuals to operate OPUBCO's widespread enterprises.

That is why readers of *The Oklahoman* are well informed. You can't buy a better newspaper anywhere.

Prayer for Today

Lord, we give You thanks for offering us another new and beautiful day. Amen.