

YOUNGSTOWN STATE UNIVERSITY

ORAL HISTORY PROGRAM

YSU Media Project

Salem Printing

O. H. 135

WAYNE DARLING

Interviewed

by

Don Bennett

on

November 14, 1974

WAYNE THOMAS DARLING

Wayne T. Darling was born in 1932 in Wooster, Ohio, the son of James T. and Laura Darling. After graduating from Salem High School, Wayne worked for his father at the Lyle Printing Company in Salem, Ohio. After a four year stint in the United States Air Force (1953-1957) in which his firm attachment to the printing industry was reinforced by his involvement in the camp newspaper and as Wing Historian at Wiesbaden, Germany, Wayne returned to Salem to continue his printing career. He took over the Lyle Printing Company business from his father in 1958 and has been involved in that enterprise ever since. His company also prints the Farm and Dairy Weekly, a local agricultural and hobbieist newspaper.

Wayne Darling married his wife Sally in 1960 and they are the parents of two boys, Tom and Scot. Wayne is a member of the Presbyterian Church, Rotary Club and Salem Golf Club. His interests include history and antique automobiles.

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B: This interview is between Wayne Darling of Lyle Printing Company and Don Bennett of Youngstown State University over the History of Printing in Salem for the Oral History Program of Youngstown University.

Mr. Darling, what is your background or schooling or preparation for the occupation of printing?

D: A good bit of it has been on the job training. I worked here as a boy washing up printing presses and remelting lead, and what is known as a printer's devil. Then after school, I then worked on the holidays and things of that nature. After graduating, I sold advertising and commercial printing until 1953, I went into the Air Force, served four years. I was in charge of a base newspaper at Pittsburgh, its Greater Pittsburgh Airport known as the Greater Pitt Guardian. From there I was transferred to Wiesbaden, Germany, and there I was a historian for the Wing, known as a Wing historian. We compiled that up in staff meetings and things of that nature. I then went to Paris, was transferred to Paris and was stationed at Orly Airport where I put out a base newspaper known as the Orly Oracle. I was discharged in 1957, came back to Salem, took over active management of the Lyle Printing Company and Farm and Dairy. My father died a year later, which put me in charge of the complete operation at age 24 and been at it ever since, and it's kind of hit and miss, teach yourself type thing.

B: Do you think, the fact that you did so much of this type

of work in your armed service and the fact that your father was in the business lead you into this just naturally or has this always been your interest?

D: It's always been my interest and my father's influence I'm sure had a great deal to do with it. I don't know that I'd give the armed services credit for anything because I think the die was cast before that. My interest has always been in the newspaper business, in the printing business, and I guess it was just, you might say, dumb luck that it worked out so well for me.

B: What do you feel have been the biggest changes that you've observed in Lyle Printing since your father and you have owned the company?

D: No doubt, the biggest change has been our conversion of the commercial printing department to the lithography. We print 80% of our commercial work by the method of lithography or litho, as it is known, or if you will, offset printing. Also the manner in which type of set. Most type nowadays is set by the cold type method and you photograph the type once it is on paper. This is accomplished by perforated tape and the perforated tape is fed into a machine, a computer, and the type matter comes off in a large sheet and then we photograph from that. Also, when we do set type for letterpress, which is our other method of printing, where you print direct from type, we now have Linotype machines that will accept perforated tape and therefore, not having an operator, it's faster and we find that it works out better for us. So, I suppose I would say that the most important changes have been in the field of our offset printing, our computerized type-setting, and our tape that...line casting.

B: With the bringing in of this new type of machinery and the advent of the computer, what has this done to the role of the printer as the master printer, an apprentice or their training?

D: I don't know. I'm not sure I know.

B: Do they still have to go through the occupation of. . .

D: Oh yes, yes. They have to go through that. I can't think that it's much different, I mean, somehow I get the idea that we don't have to be as exacting today in type-setting as we were twenty years ago, 25 years ago, when things were done from hot metal and everything had to fit together just right or it wouldn't--what we'd call--lift. If all the spaces weren't exactly right and the pressures

weren't right, we couldn't lift the form onto the press from which we would print. So, I suppose I could say that you can be less exacting today and still get the same thing done and probably get it done faster.

B: What do you consider the speciality of your printing company?

D: The specialty of our printing company would be publications, books, business forms, brochures, fliers, things of that nature.

B: You also have the Farm and Dairy?

D: Yes, that is right.

B: What part does this play in Lyle Printing?

D: Lyle Printing owns Farm and Dairy and so Farm and Dairy becomes our product. We have a commercial printing department that is aside and different than the production effort of Farm and Dairy. So I would say, that Farm and Dairy results in 60% of our income, maybe 70 at times, and the commercial printing is the balance. But we spend a good bit of our time and effort on the Farm and Dairy as our product, and the commercial printing is not-- and I don't want to say fill because it is not the fill. The commercial printing is our other adjunct.

B: You say, that you have your own department in your Farm and Dairy. How long approximately does it take to print up your paper?

D: Do you mean the actual press time?

B: The actual work involved in getting the news, the information, the printing.

D: It would vary with the number of pages per issue. I guess I would say four days, probably, of prep and to get the finished product. I think it could probably be ready in four days but the same people that work on the newspaper do not necessarily enter into our job printing, our commercial printing effort.

B: Now do you have reporters or do people bring in the information for the Farm and Dairy?

D: We have a full-time editor and we also have four columnists and then there, of course, are the 4-H contributors and things of that nature. People do submit things to us for

publication, but, I would think that with the exception of them, we have our four columnists, our editor, and that would be the bulk of it.

B: What is your role as publisher of the Farm and Dairy?

D: My role, right now, and has been, is not that of writing columns or writing editorials, mine is the interest of the business end of it. Most publishers are more interested in the business end than they are in the editorial effort.

B: You are noted in the area. Your Farm and Dairy is quite noted for the ads and so forth. Do you realize you have a large following? What is your circulation?

D: Circulation, now, is over 17,000 paid subscriptions. We have a great deal of interest in antiquing, the hobbyist, the collector and certainly in farming as such. The paper was started out strictly as an agricultural weekly. The first issue printed in 1914 was called the Tri-County Farmer. A few years later it was changed to the Farm and Dairy Profit. Then a few years after that it was changed to Farm and Dairy. At that time, we catered almost 100% to the dirt farmer. In recent years with the change of population, things of that nature, we've been catering somewhat to the antique collector and the hobbyists, as I said before. In one issue this year, we had 83 or 84 public sales in one issue.

B: This next question is a question I would normally ask to a daily newspaper. Do you consider yourself non-partisan?

D: Yes, we are. We never backed one political candidate over another, we've never taken a political stand in one direction or the other, although our editorials do lean toward the conservative side. We are considered a conservative newspaper, but we don't back one politician over another.

B: Your paper is noted for having a, what you would say, a conservative-type reporting and also liberal at the same time. Do you do this for the stimulation of the readers or does it just come out that way?

D: No, we have one columnist who is a liberal and we have one columnist who is a conservative. Our editor is a conservative, and our editorials are conservative. So, I guess I would have to say that we lean more toward the conservative side. We are happy about that and well entrenched in those views.

- B: The next point, what would you consider your profits of the 1930's and 1940's, and 1950's in regards to say, a type job and the costs and so forth.
- D: The costs, I suppose, are I think I'd say, as an estimate, we would hope that the results would be the same as they were twenty years ago, but, in reality they are not because of increased expenses that the company has. I would think that we make it more in volume than we do in any other ways. If we didn't have the volume, we wouldn't, frankly, be doing as well as we are.
- B: Your machinery, you say that you had the computer press and so forth.
- D: No, not computer press, computer type-setting that is used more compatible with offset end of things, the lithography end of printing than with the letterpress end of printing.
- B: Do you still use your Goss Rotary Press in your Ludlow Press?
- D: No, the Ludlow is not a press. The Ludlow is a piece of type-setting equipment for setting hot metal and that's used almost entirely for the letterpress method of printing. The Goss Press yes, we use that every week and it's on the same type of printing press that a metropolitan daily would use, not as fast and not as modern but certainly the same method. Yes, we use our Goss Rotary Press every week.
- B: Are you finding out that today where other companies are having shortages and problems of getting materials? Are the printing industries having a problem getting materials?
- D: The only problem that we're having getting materials is newsprint, fine printing papers for the Commercial Department seems to be coming through all right. It's just that they're very expensive. Newsprint is a real problem, a real problem for us right now.
- B: Do you try to stockpile when you can or do you just depend upon your service here?
- D: Yes, we try to stockpile newsprint when we can, but it's a big problem, a big problem. We can't seem to get enough of it.
- B: Is there any problem with storing newsprint, for example, say, dampness or so forth?

D: Oh yes. The newsprint has to be kept dry and we like to watch the humidity control of the newsprint. If it's too dry it creates static electricity problems and won't print right in the press. The paper has a tendency to cling so that's something we do have to watch. We don't leave paper sit by an open door, for example, especially if it's open because it will accept moisture and things of that nature. It gives us problems. So there are things to be considered there,

B: Do you feel that the effect of rising inflation will play a part in years to come on the printing industry or do you feel that it will stabilize or slow down?

D: I think it will continue to grow. There is a demand for printing all the time. No, I don't see it stabilizing at all. I think it's going to continue.

B: Do you think that there is a definite place in the future for the individually owned printing businesses?

D: Oh yes, oh sure. I'm not the least bit concerned about that. The big boys haven't come in to buy the small printers yet. At least we haven't seen it around here. It isn't like with dairies and grocery stores and things of that nature. The mama-papa grocery stores may be in trouble but the small printers seem to make a good go of it. And if you remember, I'll bet back in Fairmont there were probably all kinds of dairies and I'll bet they're aren't too many now. Probably many of them have given away to the larger ones. I can remember in Salem when there were maybe five dairies at one time. Now there are none.

B: What do you remember as the most unusual printing job that Lyle Printing has ever undertaken?

D: That's difficult to say. When you have a commercial printing department, you do run of mind printing. You don't have exact specialty in your commercial department. I say, our company has a specialty for a product which is Farm and Dairy. But so far as Commercial Printing Department, we do run of mind printing. We'll print agreement contracts and business forms. I think the most unusual or outstanding thing we had once was the quantity of forms. We printed, not too many years ago, 300,000 forms, four-part forms for the Columbiana County Medical Society. They were permissions for the application of Salk vaccine. That must have been back in, maybe, 1953. I remember it so well when I got the order to print 300,000 forms. So I guess that might have been the

most outstanding thing, at least that's what stands out in my mind now. I doubt if I'll ever get another order for 300,000 forms whether they be two-part or four-part.

B: What is the most amusing incident that has ever occurred in your company?

D: I don't know. We've had some real funny things happen. I suppose, maybe a mix-up on a word or words misspelled, things of that nature. But I can't at this time think of the most amusing thing that has happened in the history of the company or in something that we might have printed and had a misspelled word or a line transposed somehow that would have given it an entirely different meaning. But I can't think of it right now.

I'll tell you something that happened. It was an interesting thing with an employee that was here at one time. During the war we had difficulty getting help just as everyone did. A fellow came in here once from West Virginia, not Fairmont though, and he had a set of dentures that were bothering him and he would remove his dentures and put them on the grindwheel and grind them for awhile, put them back in his mouth and they'd still hurt a bit. Then he'd take them out and he'd file them occasionally until he finally got them to where he thought they were satisfactory. But that is the thing that I think about now, out of all the people that have worked here that were somewhat interesting so far as that is concerned. I guess that's about it for now on that angle.

B: How long do you have your employees? How long do they normally work for you?

D: In the last three years we have lost three employees; one with 26 years service, another with 22 years service, and three months ago one with 21 years of service. So, I guess they stayed for awhile. Our plant foreman has been here for twelve years and we've had other people for ten years, eight years, five years. So it seems that they do stay and we're certainly grateful for that.

B: What do you remember from your father's Depression days, the 1940's, the problems that he had in the printing business?

D: He came here in 1937 or 1938, I guess it was 1938, took over the company and it was in very bad financial condition and there were just a lot of bills to be paid. Lots of customers to contact for business and the worn out equipment. I remember that. I remember struggles of building

up the business and so on and so forth. So, I guess the thing I would remember is trying to collect bills and trying to meet payrolls. I remember that so well as being a problem and I remember that even when I took over the company in 1957.

B: In the war years, what role did Lyle Printing play in World War II?

D: I believe that the finest role that our company played in World War II was printing and publishing a very helpful, useful newspaper during those days. I think that would have been the thing that we would have done that would have been the most help. We also did a great deal of commercial printing during those days, when other companies were perhaps busy doing other things.

B: Do you remember if your father had any priorities in regards to getting materials, or so forth or did he have to just go out and get it the best way that he could?

D: He had to go out and get it the best way he could. His biggest problem during the war was two things; the old paper problem again, and also getting help, getting satisfactory help. He had a terrible time getting employees during the war because they all were in the service and he had a terrible time getting help during the war. He had some difficult times. I'm sure everybody did. At least that stands out in my mind.

B: The workers in your shop today, as in many of the other industries, they have had more and more unions. What type of union or do you have a union today?

D: We do not have a union. We have what is known as an open shop, for all I know I could have employees who are members of a union and I don't know it. It doesn't matter if they care to join a union, fine, they may, I guess. But we have an open shop, we do not have a union here.

B: Do you mind discussing what is a closed shop in regards to the printing industry?

D: Well, it would be the same as a closed shop in any other industry where you must be a member of the union. An open shop is where it's an option.

B: Do you, now, give any benefits to your employees?

D: Yes, we do indeed. We have paid hospitalization. I guess it's Blue Cross and Blue Shield. You have to work here

three years and after the third year our company pays the entire benefit, the entire premium. It's on a pro-rated basis before that. We have a profit sharing plan which is six years old now. That has, I hope, gone over. We take a percentage of the profits and give it to the employees. They do not contribute to the profit sharing plan, however. It's all from our generated profits.

B: Getting back to the Farm and Dairy, you as a publisher do you ever play the rôle as censor, since you mentioned the fact that you are conservative at times?

D: No, my editor is also conservative, so I don't have to be concerned about that. Not at the moment, now, when he's not the editor then I would have to have quite a conversation, perhaps with his replacement.

B: Do you feel that T.V. has an influence on your paper in regards to the fact that so much news coverage today is coming form T.V.?

D: No, and I'll tell you why. Our paper is of the local interest variety. And I remember well when John Kennedy was assasinated, we put one or two lines of type on the front page that we did indeed extend our sympathies to Mrs. Kennedy and to the Kennedy family, but I don't think there's been a thing in the paper except, maybe, in the editor's personal column about Nixon resigning and things of that nature. It's of no interest. To a weekly newspaper with a local interest flavor, we don't concern ourselves about national items.

B: What changes do you see for your newspaper in the coming years or is it going to remain the same?

D: Eventually, we'll change some methods of production but I see it staying somewhat the same as it is now. It's well, well received. Our circulation, as I mentioned before, is over 17,000 paid and fifteen years ago it was 7,000, so we've had a 10,000 increase in those years. So, I'm not much interested in changing it too much. Now, let me say this, that gradually it will change without us even knowing it. We'll take on a different complexion but it will change so slowly that we'll probably not even know that it's changing.

B: Do you change your types of typing or lettering often with the style or the trend, or do you specialize in certain types of type?

D: Now, you mean type face?

B: Yes.

D: Oh, some, but not too much. To change type faces is an expensive proposition and we don't change our type faces too much. We have some, but only when it's convenient and advantageous.

B: In your newspaper what style of print do you use there?

D: I thought just after you asked that question, were you asking that in regards to the newspaper or were you asking that in regards to the Commercial Printing Department?

B: The newspaper.

D: In the newspaper we haven't changed our type faces too much. We have in the last fifteen years changed them some but, not a great deal. You could tell the difference but it's not a great deal. We have changed them a good bit in commercial printing where it requires more than in the newspaper. So I guess I'd say that yes, some, but not a great deal.

B: I noticed other papers, The Plain Dealer, The New York Times. Some of these have very small print, some have larger print. Is there any trend or style or is it just your own choice, the newspaper publisher, editor, in regards to the style of paper or type?

D: Well, it's of our own choice. Yes, you can select most any type faces you want, but there are certain ones that most newspapers use and they stay mainly in the bold face family.

B: Getting back to the printing industry, the printing course I took in high school, we set type by hand, and for special tickets and so forth. Is this all machine now?

D: Yes, it's all machine. I have a little hand set-type left, but it's difficult, almost anymore to find printers who, people who say they are printers, who know the California job case, who know the type case. So, we set very little type by hand. At times we'll get a certain face, we'll use it or we'll set some particularly large face, large type face. We still will do that by hand, but it has to be a large type face. Otherwise, we set it all by machine. I can't afford to set type by hand.

We have wooden type we use for posters. This is a different ballgame. We have some wooden type that's maybe oh, perhaps, three or four inches high. That is hand set, but you use that only for the display purposes on a poster.

B: The next point, you're quite noted for your photography and your ability to take photographs and put them on the printed page. Could you explain this process?

D: It's the ability of the photographer to get a good crisp black and white contrast in the photo. We have to be very careful in engraving. Through the stereotype department, we have to be very careful watching the temperatures of metal and things of that nature, to get a good casting from which we print on the curved plate for our rotary press. I just don't know that I would want to elaborate much more than that, but that about sums up the process.

B: Do you, in the average day, have a certain procedure or outline that you tell the workers? What is a typical printing day in your shop?

D: A typical printing day in our shop is setting ads for the newspaper, making up pages, taking the pages once they are compiled and making a paper mache' matrix, casting the paper mache' matrix, putting this curved plate on our rotary press, and things of that nature, running the Linotypes, perforating the tapes that goes into the Linotype for typesetting, cutting paper, buying paper in large sheets, cutting it down to smaller size for our Commercial Printing Department presses, doing paste ups, doing negatives, printing, addressing, wrapping, and things of that nature.

B: Do you normally, everyday outline or do your jobs carry over from one day to the next?

D: Oh yes, oh sure, they'll carry over to the next day, sure.

B: Do you have a certain set clientele of customer that repeats, that you automatically assume their business will be, week in, week out?

D: Yes, we do but, I try not to really count on them because I know if they become unhappy and leave me for some reason then there'd be a rather empty feeling. So we try not to really count on them, but yes, we have many, many repeat customers in our Commercial Printing Department

as well as in our advertising. We have advertisers that have been with us for years and years, but I'd rather have lots of small customers than have one or two large customers because if you have one large customer that becomes unhappy or decides to install their own printing equipment, it's good-bye to a lot of business. So, I'd rather have any number of small customers. I think it's better.

- B: Let me say it in a different way. What you essentially said is the fact that if you'd have a few large customers they in a sense, could dictate to you.
- D: That is true and/or if that they become dissatisfied, then that could mean a third of my commercial printing business, something like that. With our advertising in Farm and Dairy, we have lots and lots of small ads, small customers, and that's the best way to have it. And in our job printing department we have many customers that we're serving and it's a better thing the whole way through than to have one or two big ones.
- B: Can you give a little background history on the Lyle Printing Company, when it was started?
- D: Oh yes, yes I can. For me, it's interesting because I knew the founder. I knew James Lyle and I knew R.B. Thompson, who founded Farm and Dairy. We'll begin with Lyle Printing Company.

In 1890, James Lyle, who was the son of a prominent doctor in Salem, started a printing company at the corner of Lundy and East Third Street. There's a rather large brick home there. At that time, they had a carriage house in the rear and things of that nature. And he started the shop there with a treadle type printing press. In about 1895, he had four treadle printing presses and decided that it would be best if he could operate them by steam. So, he installed a steam engine with an overhead pulley type thing, and all of the presses ran off the overhead, in line pulley arrangement. I can't think of the name that they used for this. He did this at his home until 1903. At such time he moved to the Guerny Block on South Broadway, which is now where Strouss-Hirshberg has their department store, I believe on the second floor.

In 1914--and we'll stop now and leave Mr. Lyle on the second floor of the Guerny building--in 1914, R. B. Thompson who had been the editor of the Salem News, decided he'd like to have his own publication so he

started Farm and Dairy. He needed a printer and by this time, Lyle printing had grown to the size and proportion that they could handle a newspaper. They had at that time, a flatbed cylinder press and could print four pages of Farm and Dairy at a time on one side and turn the sheet over and print four more. Thompson went to Mr. Lyle and Lyle agreed that he would print his paper for him. After a few years they became partners and you can guess what happened. They, like many partnerships, could not get along and Lyle sold out to Thompson.

So now, this takes us to about 1916, something like that. And Thompson, R.B. Thompson, who had been editor of the Salem News before that, now was president of Lyle Printing Company. He moved the company to its present location at 185 East State Street in 1917. We have pictures of the building at the time they moved in and certainly, we have all the issues of Farm and Dairy and it shows that building at that time. So Thompson moved Lyle Printing Company and Farm and Dairy to the present building in 1917, and operated it here, then, until his death in 1940. Two years before that my father came and took the thing over from Thompson and operated it until his demise in 1958 and I took over at that time. The company has been in continuous operation since 1890.

I will touch on my father for a moment. He came to Salem the first time, in 1922, as advertising manager and stayed on the job until 1927, left and went to Pittsburgh, Wadsworth and to Wooster, Ohio and then back again in 1938 when he assumed active management. Now, does that answer somewhat your interest in the history of the company?

- B: Yes, that gives a pretty good background.
- D: Well, I could add one more thing. In 1960, I bought the Townhall Diner, which was right next door to Lyle Printing Company and that changed our address then to 185-20 East State. We were able to gain the additional frontage and floor space where the Townhall Diner had been. So, we now have doubled our floor space.
- B: Do you think there's anything more in the history of Lyle Printing that you would like to mention now just sort of off the cuff?
- D: Oh, yes I would. For example, Jim Lyle drove the first automobile in a parade in downtown Salem. Sorry, I don't know just what year, but I do know that he drove the first automobile. R.B. Thompson had one of the first cars. I have a picture showing mailbags in two automobiles in

in front of the Strouss Building about 1914. They were just jammed-full mailbags ready to go to the post office to be sent out. Farm and Dairy has always been sent to the readers by mail. Jim Lyle lived until I believe 1960. I guess he must have been 80-some when he died. He was an artist of sorts and was good at design work. I do have some original printing plates here from some brochures we did for the Buckeye Engine Company. Here I'll show you one. Now you'll notice that this is of interest. You can see it says the Buckeye Engine Company. You'll notice that it's on a heavy wooden plate and this is lead and electroplating ovetop of the lead. This was done by a photographic method. They put this copper electroplating ovetop this so-- feel the weight of that--that it would wear and last longer for impressions because we would print direct from plate or from type matter right onto the paper. So we had to have something with a hard, durable finish.

This is of great interest to me and I'm very happy to have it. We have other printing items here, printing plates. Here, I'll show you the original mast head, There's a mast head, one of the early mast heads of Farm and Dairy. We print direct from that. Here's a wood plate and as you notice the hand carving in there for the word "sale". This was used on the top of sale bills years ago, print direct from it. These are all uniform height known as type high height. I enjoy having these things. They mean a great deal to me. For example, here is an illustration of a car in the late 1920's, probably because there's a side mount and this was a two-color thing. You print this color first which is an outline of the automobile, then the solid which you would print later to put the color of the car in. So these things are great fun and you notice that this too is a copper coating.

R.B. Thompson, who was the founder of Farm and Dairy died at age 60 or 62 in 1940. He had great plans of retiring young because he had made it, he thought, pretty good in the newspaper business and he sold out to a group in 1929. They incorporated the company at that time changing it from Lyle Printing Company to Lyle Printing and Publishing Company. He sold it out. They didn't have too much money, so he held the paper and went to St. Petersburg, Florida. I feel sorry for him because he thought that he could sell out, these people would pay him, and things would go along all right. But in 1934 or 1935, he had to come back to protect his investment and had to stay with it until about 1938 when his health was broken and he died in 1940. It was just too bad because he had such high hopes of being

able to plan his life, and it did not work out entirely for him. That's something to remember if you're ever selling a business, be careful of how much paper you carry yourself, because you could end up coming back in a few years and taking over the business just to save your investment.

I'm trying to think of other things that would be of interest. Many printers have worked here over the years. Nate Harris who has the small printing company across from the junior high school worked here at one time. There are just so many people who have worked here over the years, I feel as if we are almost Lyle Tech as opposed to Lyle Printing and Publishing Company, but we have had a lot of people work here over the years and it's been good training for them and we hope we've helped them. I'm sure that after this interview is finished I'll think of many more things to say, but Farm and Dairy has grown over the years.

At one time, we printed the paper on a rag content paper in the early days and then switched over to the newsprint that we have now. Until 1939, we were four columns wide by sixteen inches deep, and at that time, my father decided that we could easily go five columns wide by sixteen inches deep, therefore selling another column of advertising. If you look at today's metropolitan newspapers, the columns are very narrow. Our columns are two inches wide and most metropolitan newspapers have a column width of 1 1/2 to 1 3/4 inches wide. Therefore, they can gain another column and sell more advertising, but we have kept ours at five columns wide.

I also can remember when we would have a sixteen page newspaper each week. I watched that grow until it became 24 pages, 28 pages, 32 pages. We thought then that 32 pages was what we would have to go because of expenses and what we thought we owed the subscriber. Now we're having 44 pages, 48 pages. We've had 56 page papers. This year I suppose we've had ten or twelve 56 page papers, maybe more than that this year, so it's growing, and with few exceptions, our circulation has grown by 10,000 at least in the last fifteen years with very little promotional effort. We have very few agents. People hear about the paper, they'll write to us, want to know how much it is and/or they will see the rates printed in the mast head of the newspaper. They'll send their money in and we'll send the paper to them and that's the way it has grown. It has been easy, slow growth. It hasn't been overnight, it's been easy to cope with and that's the kind of growth we like.

And in rambling, Alvin Groves, our editor worked for Farm and Dairy in 1930 when he was still in college at Ohio State in the Agricultural School. He graduated with a degree in agriculture and a degree in journalism. I've heard him tell many times that he would be at the fraternity house and he would have a deadline to meet to get to the Union Station with his copy to be sent to Salem, Ohio for a paper. Then after he graduated from Ohio State, he came to Salem I believe, in 1934 and assumed the title of editor and probably was one of the youngest farm editors in the country at that time. He worked here until 1938, I think it was, left, went to Columbus and had a government job for a year or two. He didn't really like it and he came back to Farm and Dairy for maybe five or six years, went with another company for a few years, and came back to Salem and he's been with us ever since. He's had a good many years with Farm and Dairy. He's well thought of in the community and he's been head of most every agency and whatever. He is now in his second year as President of the Canfield Fair and he'll do a bang-up job with them. So he's been with us a good many years. He's well thought of and does a swell job. So he would be someone that should be mentioned in this interview.

We had an employee who died a year or two ago, Ruth Henry, who had been with the company for years and years as a bookkeeper and then started our Ladies' Section. She did it only because she thought it was good for the paper and not for any personal gain whatsoever. She felt that it was good for the paper and she started it and its been going on ever since and certainly will continue. These are the people and just a few of my memories, who have helped get this paper to where it is now. For that and for their services and interest in the paper I am indeed very grateful. They have been a great deal of help to me

- B: You were talking about community organizations that Mr. Groves belonged to, just what do you feel is your responsibility to say, the Salem community? As an individual, do you participate in many of the organizations?
- D: Well, I'm in the Rotary Club and I feel a responsibility to serve the city and to serve the club in any function that they may undertake. I'm interested in downtown beautification. I'm interested in the Salem Historical Society. I'm not active and probably will not be active, but I'm interested and will continue to be. I like history and local color and anytime that I can help promote or preserve that, I will do that. Oh and I'm in

antique automobiles and expect that all kind of follows through.

B: You said antiques. Is that your hobby in a sense?

D: Yes, that's my main interest and hobby. It's my main interest outside my business. I enjoy it and it's lots of fun. I met lots of interesting people and just had a good time. I enjoy the cars and everything about it. Rambling on about our company, this building, the original part of the building, not the, you know, we have a new front on the building. When I bought the Townhall Diner building which has become a hobby craft shop for a while. It was in, not the best of conditions on the outside. I needed to tie the two buildings together and, if you remember, there was an alley; a ten foot alley in between. So, before I bought the Townhall Diner building I had closed the alley and put a section in there for storage and things. So, I was able to get the Townhall Diner, we bought that thing and we put the new front on so we could tie the thing together and make it look like one building. I believe we have accomplished that, thanks to Jack Fogel, the architect and so on. We accomplished it in good style. It's an English Tudor appearance and it was certainly what I had wanted and had conveyed to him. He did it just the way I wanted it.

Originally the building, the original building was built by some of the Silver family for a man named C.R. Baker, who had been a photographer and had done lots of things. He was an interesting fellow. I met him in his later life. He was up in his eighties when I met him, I think. He had owned or been interested in Salem water department at one time. I seem to remember his telling me that there were two water departments, one city owned and one privately owned and they did battle occasionally as to which one should have the rights in Salem. Well, I was getting back to my story, Mr. Baker sold Model T's in this building back around 1907 or 1908 until about 1912. If you could have seen the building and maybe you did see it when you came to Salem ten years ago, you would remember there were two large plate glass windows in front. Well, the one side was a showroom and the other side was an overhead door or probably not an overhead door at that time. It was a door that had parts you go into and out of for service. So, this was a big thing. We have pictures showing employee parties and so on taken here back not too long after Mr. Baker gave up the Ford Agency and then our company did move here. And also on the second story was a doctor's office. You can see evidence that it was here because there are so many doors connecting various offices

and some offices will have two doors. Most of them have been covered by paneling now, but you can see evidence of it. So, there was a doctor's office upstairs and a Ford garage downstairs at that time. I can think of lots of interesting people who have worked here and the Linotype operators and having been here as a kid and talking to some of these people. It's been a great adventure. I enjoyed it so much.

Some other things that should have been noticed: in 1938, 1938, or 1940 probably around 1940, Bob Wright, Robert L. Wright had been plant superintendent for the company here for a number of years and decided he would open his own printing shop. So, he added on to his garage behind his home on Woodland Avenue and started Wright Printing Company and operated the printing company there until the time of his death in the 1950's, I can't tell you just when. At that time, Herman Linder who is now our plant foreman and has been for twelve years, took over the Printing Department and ran the little printing shop for Mrs. Wright. Then, Herman invited his brother-in-law Vince Moore to join him in the printing business. They were in a partnership for a number of years and moved the plant, then from the Woodland Avenue location to the second story of the building owned by George Bowman on Penn Street. Mr. Linder, then, after being with Mr. Moore for several years left his employ and came with Lyle Printing about 1960. The company then, was changed from Wright Printing Company to Moore Printing Company and it is still operated under that name and owned by Vincent Moore. So, that should be noted as part of the printing history in Salem.

Another company that was here for a number of years, starting right after World War II and concentrating and specializing in Lithography was the Laden-Hamill Printing Company. They did quality advertising brochures going as far as Pittsburgh and Cleveland and producing, again, quality work. Two of their employees, Dan Buckman and Bruce Carlton started a company, left the Laden-Hamill Company, and started a company called Cardinal-Litho. Their offices and plant was located down on Jennings Street. That company lasted about ten years and they, maybe, less than ten years. Then, they decided to sell out. They sold their accounts to Superior Printing Company in Warren and their equipment was sold to me, Lyle Printing Company. I bought 75% of their printing equipment. I had been in the Lithography end of it before but only in the small size equipment. When the Cardinal Company went out of business I bought their presses and so on and was able to increase our capacity a great deal.

It was certainly easy to do this because the equipment was available right in Salem. For a number of months, probably twelve to fifteen months, I operated out of the old Cardinal Litho building, a subdivision of this company known as Salem-Litho on Jennings Avenue. I did not like operating out of two buildings and found it was better to be under one roof and at that time then, I bought the Townhall Diner building and moved that equipment up here and got the thing under one roof. Whoever is compiling this will have to go back now and what I've said, I mentioned the Laden-Hamill Company after Buckman and Carlton left the Laden-Hamill Company to form their company called Cardinal Litho, Mr. Hamill and Mr. Laden sold out to the William Feather Company in Cleveland. They sent a manager down here by the name of Bill Enyart. Enyart was here a number of years and left to go with another firm not related with printing. Another manager came in and then the William Feather Company pulled its stakes in Salem and went back to Cleveland. They were very successful in Cleveland. It was not a good venture for them to come to Salem. One sidelight that might be of interest is that Dan Buckman, who was with the Laden-Hamill Company and then left with Bruce Carlton to form the Cardinal Litho Company, had worked for Farm and Dairy just before the war in 1940 out of. . .just graduated from high school had sold some advertising on Farm and Dairy back in those days.

I think of better printing companies in Salem, I musn't forget the Dodge Printing Company. In 1938 Howard Dodge came to Salem from Illinois to be the advertising manager of Farm and Dairy. He was with Farm and Dairy until 1946 selling advertising as well as starting some brief publications that my father had started and asked Mr. Dodge to assist him. In 1946 Mr. Dodge went into the printing business on his own. He had purchased a house for this purpose and converted the house into a printing company right across from Stark Memorial along where the car wash is located now. He was there in the printing business from, in that location, about 1946 until 1955 perhaps. He moved then, to his, he had many business problems and was never able to really get his business going for any number of reasons. Probably, he didn't apply himself as much as he could have, but he then moved his printing company which had become small, then, to a location on South Broadway in the old Salem Engineering Building. He rented a section of that building. He lasted until 1966 or 1967, maybe. There was a sheriff's sale and that was the end of it. The Internal Revenue Service closed in and there was a sheriff's sale and he's now living in Florida. I think, maybe, Fort Lauderdale, Florida or

something. That gives a little more information on some other printing companies that had been in Salem. At one time the Dodge Company had several brief publications, he had successfully taken them from this company from Lyle Printing. They were published there, but for one reason or another he lost the publications, lost his other general line of commercial printing and lost his employees and one thing and then another. One reason that so many printers, I said earlier, that so many printers had worked here right after the war. There was a veterans training program and we hired any number of people who learned the printing trade here by that method. Herman Linder was one. Eugene Sacks would be another who is working for the Salem Label Company now. Another fellow would be Forrest Kepple, who works for Salem Label Company. These three that I make mention of came out of World War II. They came here on a training program. Again, Herman Linder is working, again, with Lyle Printing Company and has been, I believe for twelve years. Gee, I think of other people who have worked here, Russell Gunn, who retired as a printer from the Salem News, worked for the Lyle Company for many years. Joe Volk, who is a Linotype operator for the Salem News and I am sure to retire soon, worked here as a Linotype operator for years. Our employee with the most continuous service here is a lady named Mary Scosy and she's probably worked here 35 years in continuous training.

Salem has been a mecca for printing and I sometimes think, because they've all worked here at one time and learned something and have gone on to, hopefully at least in their mind, a better situation. We still have lots of printing companies in Salem but, not as many as we once had. I know your interviews will include some of the other old established printing companies and so you'll be getting something from that.

END OF INTERVIEW