

Publishers Visit School of Graphic Arts



HE HELPED START IT—Josh L. Horne of the Rocky Mount Telegram (center) is shown on the porch of the new Chowan College School of Graphic Arts building. With him are John McSweeney, director of the school and James Willoughby of the Telegram. Mr. Horne was one of the founders of the school and remains one of its staunchest supporters.

The colorful Chowan College campus was visited by numerous newspaper publishers, newspaper mechanical personnel, and representatives of newspaper production machinery manufacturers on Saturday, May 9, when Chowan College School of Graphic Arts was host to the spring meeting of the Eastern North Carolina Press Association.

Mr. Frank A. Daniels, Jr., business manager of the News and Observer-Raleigh Times and president of the Eastern North Carolina Press Association, presided at both the morning session, held in the classroom of the Graphic Arts building, and at the luncheon meeting.

The visitors were guests of the college at a luncheon in the cafeteria following the morning session.

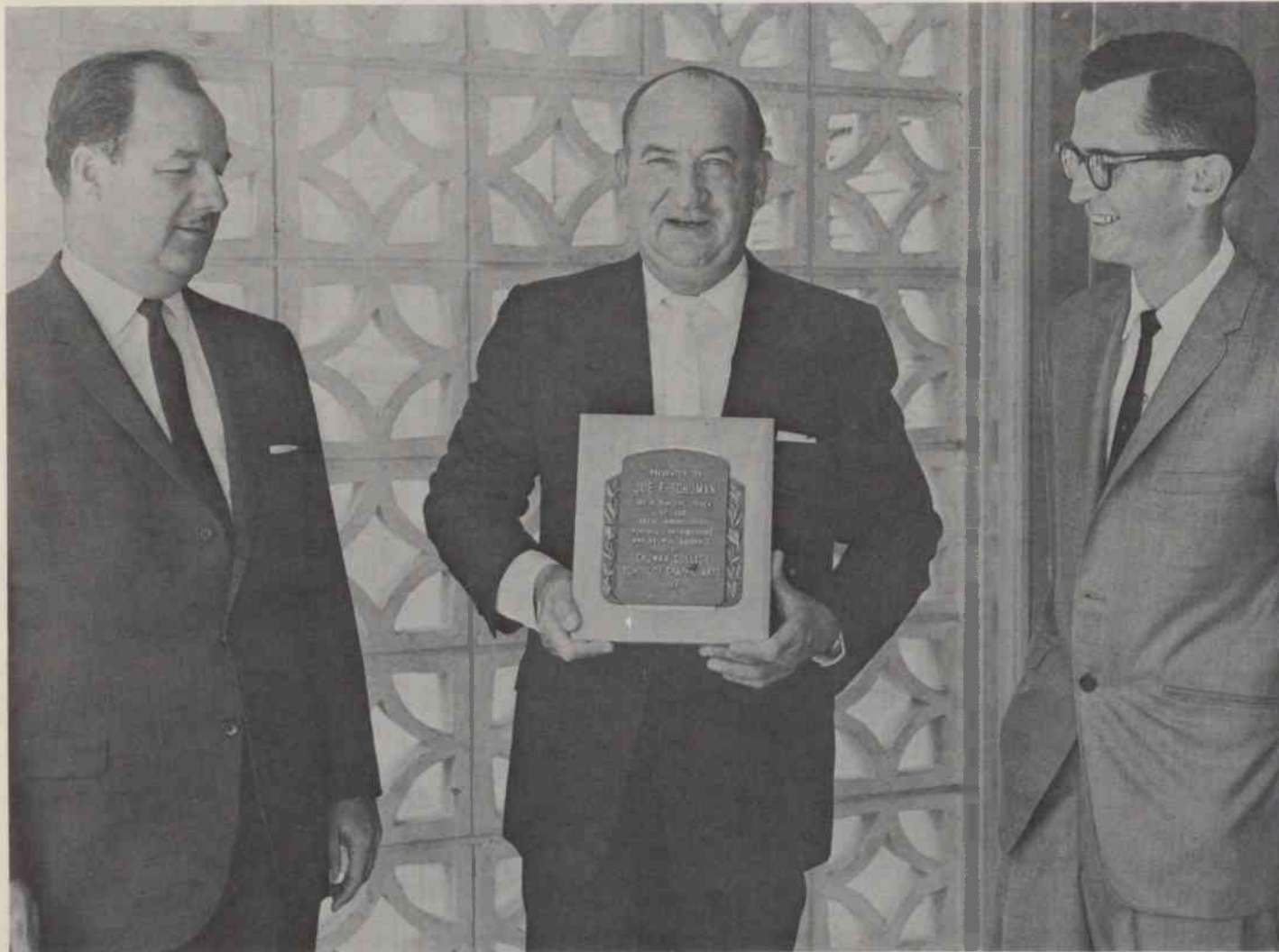
Plaque Presented

Prior to the introduction of the scheduled speakers, John McSweeney, director of the School of Graphic Arts, presented a plaque to Mr. Joe F. Schuman, Southern Sales Manager of Mergenthaler Linotype Company, Atlanta. Mr. McSweeney told of the long interest, contributions, and guidance given to the school by Mr. Schuman. The plaque read:

Presented to
JOE F. SCHUMAN
as a sincere token
of our
great appreciation
for his contributions
and helpful guidance

—
**CHOWAN COLLEGE
SCHOOL OF GRAPHIC ARTS**

1964



LINOTYPE REPRESENTATIVES—Joe F. Schuman (center), southern sales manager for Mergenthaler Linotype Company, shows the bronze plaque that was presented to him at the Eastern North Carolina Press Association meeting. Held at Chowan College School of Graphic Arts, the meeting was attended by numerous printing machinery manufacturers' representatives, including Mel Franks (left) and Leonard Murdoch, both of the Mergenthaler company. Mr. Murdoch erected the school's new Linotype Elektron.

Other Mergenthaler representatives at the meeting were Mel Franks, and Leonard Murdoch, sales engineers.

Jim Robinson of the Jacksonville Daily News, proposed a resolution honoring Mr. Henry Belk, one-time president of the association and editor of the Goldsboro News - Augus, on his 66th birthday. The resolution was approved, and a copy was printed by students of the School of Graphic Arts. It was presented to Mr. Belk at a meeting in Goldsboro that same Saturday evening.

The speakers for the morning were Mr. E. P. Andrews and Mr. L. E. Dodson of Washington, D. C., and Mr. R. E. Lewis of New York, representatives of the International Business Machines Printing Computer Division.

The Computers

Mr. Andrews spoke on "Computers and Newspapers Today." He described the three main parts of computers used in tape perforation, which in turn is used to automatically operate typesetting machines; different types of information material, such as paper tape, cards, and magnetic tape; sequential processing; and the importance of programming a computer.

Mr. Lewis told of the different types of computers, such as the model 1620 which runs 4,000 lines of tape (or type) per hour with 95 per cent accuracy in hyphenation, and the 1906 Buffer which runs 12,000 lines per hour with 95 per cent accuracy. He described the three functions of these typesetting computers: hyphenation, justification, and format.

Mr. Dodson told of the many things that computers do today. Some computers have voice communication, others can dial telephones and send messages, and he said, computers now have a visual display which could prove helpful in the printing industry.

He suggested that one newspaper have a computer tie-up with several other newspapers having circuits to this central computer. In ten minutes each day a newspaper can run 1,000 lines with 30 characters a line or 130,000 characters. "This would greatly speed up and emphasize the newspaper industry," he said.

Mr. Jim Garland and Mr. Roland Ericson, regional representatives of IBM from Raleigh, were introduced.

New Elektron

Of primary interest to those attending the meeting was the new Linotype Elektron typesetting machine that had been installed in the School of Graphic Arts only two days prior to the meeting. This is the fastest typesetting machine manufactured and is automation itself in that, besides setting type via perforated type, it has many electronic push-buttons to speed its various operations.

At 12:30 a sumptuous luncheon was served in the cafeteria by Mrs. J. F. Beaman and Mrs. Charlotte Beaman, college dieticians.

Dr. Bruce E. Whitaker, president of Chowan College, welcomed the guests and reminded them of the close tie between the college and members of the Eastern North Carolina Press Association which "fathered the establishment of our School of Graphic Arts, known as the Roy Parker School of Printing."

Mr. Mel Franks of Mergenthaler Linotype Company was introduced and told of a number of amazing machines either already in production by Mergenthaler or planned for early output. They include, of course, the new Elektron line, including the Electron Mixer; the Linofilm now being widely used in large newspaper and publication plants, and the Linosec to
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