

Four-State Press Group To Attend ENCPA Meet

An expanded meeting of the Eastern North Carolina Press Association will be held on Friday and Saturday, April 26-27. Parker Brothers of Ahoskie are host for the Friday meeting and Chowan College School of Graphic Arts will have the newspaper executives and staff members as guest on Saturday.

Newspaper publishers, editors, staff members including mechanical production employees from Georgia, South Carolina, Virginia and North Carolina have been invited to attend the two sessions. The theme of the meetings is "Today and Tomorrow in Newspaper Mechanical Production". From 150 to 200 publishers and staff people are expected to be in attendance.

At Ahoskie a banquet will be held at the Tomahawk Restaurant following registration at the Tomahawk Motel. A hospitality hour will be held prior to the banquet.

With Joe M. Parker, President of Eastern North Carolina Press Association presiding, the balance of the program includes a welcome to the members and guests by J. Mayon Parker, President of Parker Brothers, Inc., and a response from Frank Daniels, Jr., Business Manager of the News and Observer and Raleigh Times.

The invocation will be given by Dr. Bruce E. Whitaker, President of Chowan College and Chaplain of the Association. Dr. Whitaker will also make a special presentation later in the program. Guests will be introduced by Joe Parker with the introduction of the speakers by Herman W. Gatewood, as assistant director at Chowan College School of Graphic Arts.

Two short talks on the advancement in technology will be given by the faculty representatives of the Mergenthaler Linotype Company and Fairchild Graphic Equipment.

At Chowan College

The program at Chowan College includes demonstrations of Mergenthaler's Linofilm Quick, the Linofilm Processor, and the Linoquick Perforator. Other



JOE M. PARKER

President of Eastern North Carolina Press

composition equipment will also be demonstrated. The time period is 9:00 to 11:00.

Offset newspaper production, from composition to page make-up, then to camera, stripping, platemaking and on to the school's new Fairchild web offset perfecting press. Color sections will be included in graphic art's monthly, THE CHOWANIAN.

In the amphitheater of Chowan College from 11:00 to 12:00, representatives of both Mergenthaler Linotype Company, and Fairchild Graphic Equipment, through visual aids and commentary will present information concerning the new Linotron, a phototypesetting machine

that will produce 120 newspaper lines per minute; the Linofilm System, the latest Elektrons. Fairchild equipment to be shown on the program is the Scan-A-Color machine, the PhotoText-Setter, and the new Production King offset press. Fairchild's CompSet, a tape justification system may also be shown.

The program and all printed material used in connection with this meeting of the Eastern North Carolina Press Association were produced by Chowan College School of Graphic Arts.

At 1:00 o'clock a luncheon will be served in the college cafeteria, with those attending the meetings as guests of Chowan College School of Graphic Arts.

Joe Schuman Dies; He Will Be Missed

Joe F. Schuman, until his retirement was southeastern sales manager of Mergenthaler Linotype Company with offices in Atlanta, died on February 19 in an Atlanta hospital after a lengthy illness.

The Linotype Department at Chowan College School of Graphic Arts has a plaque on the door that reads "The Joe F. Schuman Linotype Department". In 1964 a bronze plaque was presented to him and both of these honored him for his generous support and guidance in the promotion of the School of Graphic Arts.

Joe Schuman was known by nearly every newspaper executive making up the membership of the Southern Newspaper Publishers Association. He made many visits to Chowan's campus and was responsible for the securing of expensive typesetting equipment for the school of printing.

Joe Schuman will be missed by the members of the faculty of Chowan College School of Graphic Arts both as a generous supporter of the school and as a very dear friend.



This picture was taken of Joe F. Schuman holding the bronze plaque awarded him at an Eastern North Carolina Press Association meeting in 1964 held at Chowan College School of Graphic Arts.

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Welcome
to the
Press

The School That McSweeney Built

John McSweeney, who was instrumental in establishing the Chowan College School of Graphic Arts and helping it gain recognition as one of the world's outstanding institutions preparing people for challenging careers as editor, publishers, printers and teachers of newspaper mechanical production, is retiring July 31 at the age of 70.

Nationally Famed

His drive and determination, as Director of the School of Graphic Arts since its founding in 1952, brought continual expansion of facilities and equipment. Starting with an old linotype donated by Raleigh's News and Observer and a very small printing press, installed in a building 15 x 15 feet, he led this School's advancement and miraculous growth.

The nationally famed School of Graphic Arts is now widely known as "the School McSweeney built."

Today the latest manufactured printing equipment used in newspaper mechanical production makes up its tools for teaching young people, preparing them for careers in one of America's best-paid industries.

Plant Value \$450,000

McSweeney's dynamic and dedicated leadership has led the School of Graphic Arts to the place where its printing equipment is inventoried at \$300,000 and the modern air-conditioned building housing this School is valued at another \$150,000.

The School of Graphic Arts' fame is so widespread that

today, throughout much of the nation and in the minds of multitudes, it has become synonymous with Chowan College.

"With the support of editors, publishers and other newspaper personnel throughout this area," explains McSweeney, modestly, "the School of Graphic Arts has grown to where it is nationally recognized as one of the outstanding institutions preparing people for challenging careers in what Benjamin Franklin called 'the art preservative.'"

McSweeney came to Chowan College from Parker Brothers, Inc., Ahoskie printing and publishing company, where he was assistant manager. He is a Master Printer and brought a varied background of accomplishments and experience in newspaper work and printing into his position as Director for the School of Graphic Arts. He was head of a Philadelphia, Pa., printing school for 11 years, has done syndicated writing, was general manager of the New England Press, and at one time was publisher of two of the John H. Perry Newspapers in Florida.

Governor's Son

A native of Hampton, S. C., he "cut his teeth" in the industry in the Hampton County Guardian, a weekly established by his father, the late Miles B. McSweeney, who was governor of South Carolina from 1899 to 1904. "Mr. Mac" as he is affectionately known was born in the governor's mansion.

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Web Offset Press Clinic

Newspaper mechanical personnel, publishers and other staff members from four states have been invited to a web offset production clinic to be held on Sunday, April 28 at Chowan College School of Graphic Arts.

While the press used during this clinic is a two-unit Fairchild Perfecting Press with Color King folder and book former, those newspapers using presses of other manufacture will benefit from this clinic. It will be a factual instruction-demonstration in many areas of web offset production.

Personnel from Fairchild Graphic Equipment, Plainview, L. I. N. Y., will conduct the clinic. Phases of offset production to be shown and demonstrated are:

BLANKETS — Proper Method of Cleaning and Conditioning; 'Miking' Blankets (Use of Micrometer); Packing Blankets; Preparing New Blankets; Extending the Life of Blankets.

INKING SYSTEM — Purpose of Inking System; Web Offset Ink Characteristics; Proper Ink Control; Ink Roller Maintenance (Glazing, Stripping); Correct Roller Settings (Strip and Feeler-gauge Method).

DAMPENING SYSTEM — Purpose of Watering System; Water Receptiveness; Roller Settings; pH Control.

WEB CONTROL — Paper Shortage; Web Tensions; Register.