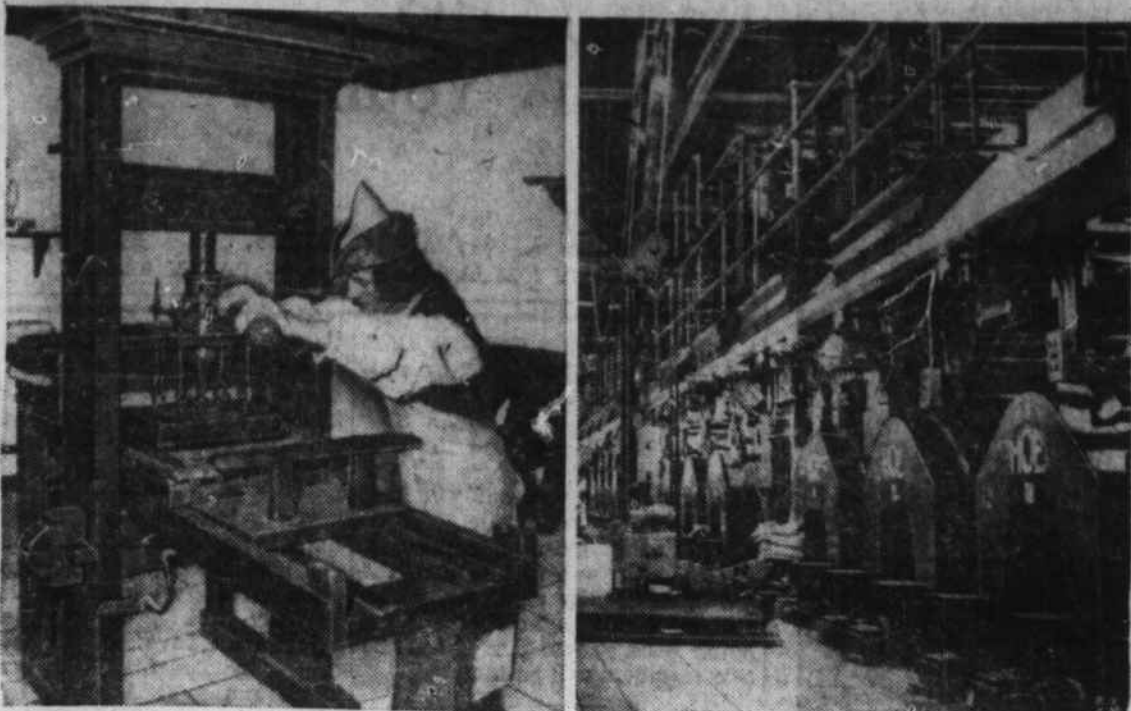


Great Change In Paper's Looks



IMPROVED METHODS of printing have helped to alter the appearance of the American newspaper. A printer in 15th century dress operates a replica of one of the early presses similar to those used in colonial times. The old presses could print only a few hundred single sheets a day. In contrast, the modern bank of printing devices is capable of turning out some 2,900 80-page newspapers a minute.

Newsfeatures
THE APPEARANCE of the front page of your newspaper seems to have changed more than the subject matter since the first newspaper was published in the United States.

The news was mostly political when Benjamin Harrison's "Public Occurrences" — Both Foreign and Domestic" came off his hand-operated press in Boston on September 25, 1690. Historians generally agree that this long-titled paper was the first to be published in this country. It was soon suppressed by the British colonial government.

But despite the fact that politics played an important part in the news, as it does now, most modern readers would scarcely recognize Harrison's sheet as the predecessor of their present-day newspaper.

NO HEADLINES
There were no headlines, no pictures and only four pages in the entire paper. One of these was left blank — for last-minute additions by the editor or for the reader to add a line or two before passing the paper on to the next reader.

The hand-operated press on which the hand-set type was printed could only turn out a few hundred copies a day. And the size of the pages was 4 1/4 inches by 8 1/2 inches. There were just two columns of printed matter on each page.

Few papers managed to publish steadily over a number of months

or even weeks, and the cost of an individual copy was high.

Newspapers kept pretty much the same appearance until the 1830's. Then, technical advances — improved presses and cheaper paper — provided a great boon for newspaper editors. The newspaper price went down as more could be produced at less cost, and there was an era of the "penny press".

BLANKET SHEETS
To compete with the small penny papers, other publishers put out "blanket sheets" — the largest of which measured some three by five feet, in an attempt to show their readers that they were giving more for the money.

There were still no illustrations, except an occasional wood-cut engraving.

Presses could produce a meager 2,000 pages an hour.

The Civil War period marked another change in appearance of the newspaper. Illustrations were no longer limited in their width to one column, although they were still wood engravings. Headlines began to appear, some which took up half of the page depth in a column. Rotary presses and a method of taking an impression — a stereotype — of the hand-set pages to use in the press allowed some 8,000 copies to be printed each hour.

TABLOIDS APPEAR
The tabloid sized newspaper became popular in the 1920's. By this time, type was no longer set by hand, and a method had been

perfected to allow newspapers to reproduce photographs.

The tabloids, most measuring about 11 by 15 inches, employed larger headlines and more pictures than had been seen before. Most standard size newspapers adopted the larger headlines and the more liberal use of pictures to meet the competition.

Modern presses now can print some 250,000 copies an hour, or 2,900 80-page newspapers a minute. Color printing is becoming more and more popular as faster, technically better, color printing methods are being developed at cheaper costs.

So regardless of the same interest in political matters, appearance of the page has been altered drastically — thanks largely to technical improvements — since the first newspaper came off the press in the U. S.

Expensive Lighting

CURWENSVILLE, Pa. (AP) — You can't prove the old adage that lightning doesn't strike twice at the same place to Robert Fleming. His house was struck by a bolt of lightning at 9 o'clock one night. Barely had Fleming completed a survey of the damage when another bolt bashed in the other side of the house. No injuries except Fleming's pocketbook to the tune of \$225.

A walrus found in Alaska weighed as much as 2,000 to 3,000 pounds.

Thickety Area Community News

PFC Dale C. Willis who is a patient at the Naval Hospital in Norfolk, Va. is spending a 30-day leave with home folk.

The Thickety Home Demonstration Club will meet tonight in the home of Mrs. Hugh Early, Jr. Mrs. Olin Tatham will be co-hostess. Miss Mary Cornwell, home agent, will be in charge of the meeting, and final plans for Achievement Day will be discussed.

Mr. and Mrs. David Littlejohn of Jefferson City, Tenn., spent the weekend with her parents, Mr. and Mrs. A. T. Trantham.

Mr. and Mrs. W. M. Williamson, and Ernest Williamson, accompanied Mr. and Mrs. George F. Worley of Beaverdam to Hayesville Sunday, where they visited friends.

Mr. and Mrs. L. C. Young visited their daughter, Mrs. Charles Fletcher and family in Cleveland, Tenn., last week.

Mr. and Mrs. Jesse Ford visited their son-in-law and daughter, Mr. and Mrs. Spencer Walker, at Brevard last week.

Promotion Day was observed at the Rockwood Church Sunday school Sunday. Quite a number of children and young people were transferred to higher classes. Teachers for the church school were selected last week, and announced for the various classes Sunday morning.

The third annual Community Fair will open at the Park Saturday morning. A number of interesting displays are expected to be entered. A pet show will be an added feature. A food sale will be sponsored by the CDP and proceeds will be used for the Fire Department which has been organized during the year.

A planning meeting was held by

the Rockwood MYF Monday evening at the home of Mr. and Mrs. R. L. Shipman. Plans were made for the group's participation in the sub-district MYF meeting to be held next Monday night at Canton First Methodist Church.

Misses Kate Williamson and Lura Wright attended a coaching conference for the Wesleyan Service Guild at Nantahala Inn Sunday.

The October meeting of the Good Neighbor Club will be held in the home of Mrs. Hobert Carter, Jr., on Thompson Road Monday evening.

Mrs. Troy Ford and Mrs. Frank Ford spent Tuesday in Brevard, the guests of Mrs. Spencer Walker.

A study course for church school teachers and workers was held at the Oak Grove Church last week. The text, "The Pull of the People," was taught by the pastor, the Rev. Garrett Propst.

The regular deacons' meeting was held last night following the mid-week prayer service.

Friday evening the executive committee of the Brotherhood will meet in the home of Billy Rector.

Officers installed by the MYF at Rockwood Church Sunday evening, include: president, Charlotte Jones; vice president, Earl Wilson; secretary, Perry Hane; treasurer, Betty Robinson.

Commission chairmen are: Christian Fellowship, Estelena Robinson; Christian Faith, Glenn Clark; Christian Outreach, Jack Joe Keith; Christian Witness, Jane Shipman; Christian Citizenship, Phillip Allen.

The pastor, the Rev. L. B. George, conducted the installation.

Bill Ford is a patient in the Haywood County Hospital, where he underwent surgery Friday.

The U. S. Armed Services are taking over commercial warehouses to store household goods for military families which have to move to distant headquarters.

Community News Of Balsam Area

By LOUIS ENSLEY
Community Reporter

Mrs. Glenn Parris has recovered sufficiently to return to her home from the hospital.

George Smathers has been admitted to the C. J. Harris Hospital at Sylva where he will remain for observation.

G. C. Crawford has been very ill at his home for the past few

days.

Mr. and Mrs. Burgman have returned to their summer home here after attending a national flower show in New York City. Mrs. Burgman won the sweepstakes at the flower show in Asheville this year for the second consecutive time.

Mrs. B. C. Russell is at her summer home here from Miami, Fla.

Those returning to their winter homes in Florida are: Mr. and Mrs. W. C. Bryant to Miami; Mrs.

Ciella Thompson to Daytona Beach; Mr. and Mrs. Ralph Wilkins to Miami; Mr. and Mrs. Warren Zeuch to Vero Beach; and Mr. and Mrs. R. T. Thorne to St. Petersburg.

Mr. and Mrs. L. G. Kohler have gone to the Lamar Baths at Hot Springs, Ark.

The Balsam Mountain Springs Hotel has closed for the season and the managers, Mr. and Mrs. Fred Moll, have returned to their home in Jacksonville, Fla.

FREE \$50.00 FREE

AUCTION

Part of the OSBORNE FARM

Located In The Heart of Pigeon Valley Four Miles From Canton

WED., OCT.

10:00 A.M. RAIN or SHINE

This farm contains 60 acres including old home, barn, and other outbuildings.

Has been subdivided into lots and small tracts so you can buy as much or as little as you like.

LUNCH WILL BE SERVED BY LADIES OF THE CHURCH

Drive out, look this property over, and arrange to be with us on the above date.

Terms 30% Down, Balance 1-2-3-4 and 5 Years at 4% on deferred payments

SALE CONDUCTED BY

West & Gossett Land Auction Company

WEAVERVILLE & CANTON, N. C.



It's a Great Time to Strike a Bargain

(You get a triple Bonanza in today's Buick)

Bonanza Trade-in Allowance

—because your present car is at its peak value right now. And because—with Buick so solidly set as America's No. 3 Best Seller—our bigger sales volume permits us to make you an even better trade-in allowance.

Bonanza Buy

Buick prices start right next to those of the smaller cars. But those Buick dollars buy you a whole lot more automobile—more room, more power, more styling, more solid structure—the ride stability, more solidity of structure—the Best Buick Yet.

Bonanza Resale

A Buick always resells high. But the '56 Buick will bring you even more money when you trade it because it carries today's new Variable Pitch Dynaflo. It's the most advanced transmission yet developed—and the only one that breaks with the past to bring you the switch-pitch performance and gas savings of the modern plane's variable pitch propellers.

With Buick booming up in the No. 3 sales spot, we're set to rate your car at its peak trade-in worth right now.

With only two smaller cars out-selling Buick—you can be sure we know how to make you happy on price.

So it adds up, doesn't it, that you can really strike a bonanza and a bargain by coming in now? Especially when you see how much more smart dollars can buy here...

—The fun of Buick's brilliant Variable Pitch Dynaflo* with its thrilling switch-pitch action.

—The might of Buick's big V8 engine — 322 cubic inches with record horsepower and compression ratios.

—And the luxury of Buick's ride—a ride that knows no equal for buoyant levelness, torque tube steadiness and sweet handling.

Why don't you come in today?

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.

P.S. We have some especially good buys right now on the high-powered CENTURY and the extra-spacious SUPER. Better see 'em real soon!

It's a great time to buy a **Buick**

AIRCONDITIONING at a COOL NEW LOW PRICE. It cools, filters, dehumidifies. Get 4-Season Comfort in your new Buick with genuine FRIGIDAIRE CONDITIONING

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

TAYLOR MOTOR COMPANY

Haywood Street

FRANCHISED DEALER — LICENSE NO. 982

Waynesville

STATE OF NORTH CAROLINA DEPARTMENT OF CONSERVATION AND DEVELOPMENT



This is another in the series of advertisements published by this newspaper, a member of the North Carolina Press Association, as a public service in the interest of the State's industrial development program.



BLESSED

With Opportunity

NORTH CAROLINA has everything that many industries need for successful operation.

"Vast potentials remain virtually untapped," says Governor Hodges, "I believe our future is practically unlimited if we accept the opportunities before us."

New and expanding industry is the answer to North Carolina's greatest economic problem—which is lower per capita income than 42 other states.

Strides forward have already been made in establishing profitable new industries, large and small, in the State. Many communities are already feeling direct benefits of their payrolls. But the greatest task lies ahead. Success depends upon the understanding and efforts of all North Carolinians.

The Dept. of Conservation & Development in Raleigh will send its booklet on Community Organization for Industrial Development free upon request.