

Newspapers

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home heaters.
The advertising department has between 100,000 and 150,000 mats in its files. Most of these come in from mat services—1200 a month from one general service alone. Advertising mat services furnish pictures suitable for every season of the year and just about every event which might occur. If an advertiser decides that a picture of a drummer would tie in with his slogan of "You Can't Beat Our Prices," the advertising staff can turn up the required drummer. If somebody wants a sketch of a woman at a washing machine, or a swirl of autumn leaves cascading down—there it is.
In addition to the major service which supplies all types of pictures, The Mountaineer also subscribes to services which specialize in jewelry, furniture and grocery merchandising, respectively. Besides these, the department files mats furnished by its various advertisers which they, in their turn, have received from the national headquarters of the firms whose goods they stock.

These and other files occupy most of the space in the advertising office. There is room, however, for two huge tables for making layouts of the ads. Each table is big enough to hold a sheet of paper the size of a newspaper page—17 by 22 inches. Here the staff does the careful, precision job of "drawing up a plan" of the ad, large or small, complete with pictures, lettering and any ornamental lines.

For instance, suppose an advertiser has phoned. (We'll hope that he has saved his time by asking to speak to "Display Advertising"). Want ads do not come under this department at all. He tells the advertising writer what he wants to feature and how much space he will use. The staff member may be able to help him with suggestions. If he wants to use pictures—and the staff encourages their use—there are several possibilities for the next step. In dealing with a merchant whose tastes are well known to the ad man, the writer may himself select appropriate illustrations and make up an ad for the merchant's inspection. In other cases, he may take copies of the cuts made from available mats around to the firm, where the advertiser makes his own selection. Sometimes the merchant will decide to come to the Mountaineer advertising office to choose his cuts and discuss his ad in detail. He gives the department his copy, including descriptions and prices, and the staff makes a careful layout. Pictures must go into their proper places; type must be lettered in the exact size in which it will appear in the paper. The layout then goes to "Ad Alley," where the compositors use the Ludlow machine to make the correct size and style of type.

The cardboard mats which are so important in advertising must go to the stereotype room, where metal castings are made from them. They must first be heated, even scorched, to get rid of every speck of moisture. As much as a spoonful of water can be gotten out of a half page of the cardboard, waiting to get into the act is the furnace, which holds about 1000 pounds of metal sizzling at a 750-degree temperature. The mat is placed on a heavy frame; the molten metal is poured onto it; the top of the frame is fastened tightly and something heavier than the bride's biscuits is left to bake. When this process is finished, the casting is trimmed and sawed ready to go to its proper ad, and the mat is returned to the advertising or news files.

After the paper has been printed, all the metal castings and type are dumped back into the stereo furnace. Today's front page type goes into the melting pot probably sooner than the paper lands in the wastebasket.

As soon as an ad has been set, the original layout and the proof go to the proofreader, who checks carefully for typographical errors and errors in composition. A corrected proof is made and this, if he has requested it, is shown to the advertiser. At this point minor changes may be made at no cost to him, but only if time permits.
Deadline for advertising is the same as for news, 10 a.m. on press days. However, only small ads can be handled near deadline. As a general rule, the further ahead of time an ad arrives, the better service it receives. The department keeps a day-by-day file of all material for use at a later date. Right now there is one mat ready to be printed on December 27, but most agencies work about 30 days in advance.

After a revised proof of the ad has been OK'd, it goes through the same wind-up as news material. An advertiser may have specified that his ad run on the farm page, or the vacation or sports or society page. Large ads are placed at the bottom of the page, smaller ones above.
Sometimes the advertising department will make a new photograph for an advertiser, but the bulk of The Mountaineer's pictures are the outcome of news tips. In either case the photographic process is the same.
The Mountaineer uses two regular press cameras, which take pic-



STREET PAVING project in Hazelwood is watched with interest by officials. The resurfacing of Main Street, with over 800 tons of asphalt, is a project of the state, but one worked up by the town officials, and the Finer Carolina Committee of the town. Shown looking on as the machine lays the asphalt include: Mayor Lawrence Davis, Aldermen John Blaylock, Howell Bryson, Chief Roy Stevens, Paul Bryson and A. P. Ledbetter. (Mountaineer Photo).

tures 4 by 5 inches. They are equipped with the familiar flash units as well as with the newer "strobe" lights. Strobe is handy for fast-moving events like football games, as the bulb does not have to be changed after each shot and the mechanism can "flash" as many as 2000 times a second.

Light is the photographer's main preoccupation. Before he sets the many gadgets on the camera, he looks to see whether the sun is bright or overcast, whether the walls of a room are dark or light. On The Mountaineer's cameras he has a choice among almost 300 combinations of lens and shutter settings.

He slides film into the back of his camera—press cameras take two sheets at a time—pulls out the slide which protects the film from light until it is in the dark camera, and he is ready to shoot.
Back at the office the exposed films go down to the photographic darkroom. Unloading the film and putting it into the developing tanks must be done strictly by the touch system, in complete darkness. From one chemical solution to another the film goes until finally it is washed and hung up to dry.
From here on the worker can work by a dim, yellow-green light. He may make a contact print, so-called because it is made by exposing together the film and the sensitized printing paper. He may make an enlargement, in which the film is put in a carrier a given distance above the paper, so that a larger image is projected downward on the paper. After the paper has been exposed, it goes through another system of chemicals, is washed and dried and is ready to go back upstairs to the engraver.

The Fairchild Scan-a-graver utilizes a photo-electric beam to duplicate an ordinary photograph on a sheet of special plastic which looks like deep blue celluloid. The black-and-white print is fastened around a cylinder at one end of the machine; the blue plastic goes around a similar cylinder opposite; the pencil-thin beam of light "sees" the image and a red-hot needle punches the plastic in corresponding lines. The completed plastic is taped to a metal base and after the usual precision trimming is ready to go into the page form.

The Mountaineer's engraver holds a piece of plastic only 6 by 8 inches. This means that the finished picture may take not more than 4 columns in the paper.
Most people will be surprised to learn that only a very small fraction of the shots that a news photographer makes ever see the light of newspaper. He may use 50 pieces of film in a single day—and wind up with five in the paper. Part of this seeming waste is intentional. A photographer will take several shots of one scene as insurance that he will get one really good one. Too often, in taking groups of people, somebody wiggles at the wrong moment or, as happened recently, somebody happens to blink just at the split second that the flash bulb goes off. In other cases, one angle of a new building may turn out to photograph much more realistically than another, or one phase of an operation may be more dramatic than the next. The photographer's job is not to decide on the spot the one best picture to make, but to make as many as good sense suggests so that the editor may have a varied selection from which to make his layout.

Advertising, want ads, pictures, cutlines for pictures, news copy, features, headlines—even white space—flow together to emerge as a nickel's worth of newspaper. Twice a week, The Mountaineer staff watches the hands of the clock race toward noon—the press rumbles below, printing the second or third section—page forms are filling rapidly in the first section—"I swear I wrote a head for the CDP meeting"—"But you've got to find room for this two-column cut"—"Are you through with that story from the Sheriff's office"—"Can anybody think of a short word instead of 'announced'?"
A reporter scurries back toward the copy books with a handful of typing and the pleased expression of a kitten with its first mouse; a

Rotarians

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chairman, Dave Hyatt, Mrs. Hallett Ward, Mrs. Dave Hyatt, Mrs. John Johnson, Mrs. Charles Way.
General Entertainment—Dan Watkins, chairman, Ralph Prevost, Charles Way, Thomas Stringfield, Jim Massie, Dr. John Penny.
Ladies' Entertainment—Mrs. Bill Ray, chairman, Mrs. Dick Barber, Mrs. Ben Calkitt, Mrs. Jack Elwood, Mrs. Dave Felmet, Mrs. Jim Kilpatrick, Mrs. Tom Lee, Mrs. Pitt McCarroll, Mrs. Bill Prevost, Mrs. Al Riegg, Mrs. Tommy Thompson.
Halls and Meeting Places—M. H. Bowles, chairman, Earl Brendall, Hugh Massie, Bill Medford.
Housing—Jim Kilpatrick, chairman, Jim Fowler, L. N. Davis, Jack Way, Dick Haynes.
Printing—Curtis Russ, chairman, Jim Gwyn, Al Riegg, Jim McKinley.
Reception—J. H. Woody, chairman, Lyman Reed, Aaron Prevost, Charles Ray, Tommy Thompson, Herbert Gibson, Leo Well, Bob Stretcher, Wingate Hannah, W. N. Thomas, Noble Garrett.
Registration—Bill Prevost, chairman, Johnny Johnson, Hallett Ward, E. A. Williamson.
Transportation—Felix Stovall, chairman, Ott Ledbetter, Tom Lee.

East Pigeon CDP Meeting Thursday

By MRS. JOHN W. JOHNSON, SR., Community Reporter
The East Pigeon C.D.P. will meet Thursday night at 8 o'clock at the Bethel School.
Those attending the church extension meeting at the Asheville Presbyterian Church Thursday night from Bethel were, Mr. and Mrs. Wiley Medford, Miss Jannette Sheffield, Miss Annette Sheffield, John Hardin, Henry Hope, Jr., and Mrs. John W. Johnson.

Mr. and Mrs. Van Wells and daughter, Mrs. Manuel Grant, and son, Sgt. Zeno Wells, who is home from Japan, visited Mr. and Mrs. Kell Ledford at Franklin Wednesday.

Ellis Parris and Mrs. Pearl McClure were married at the home of Rev. and Mrs. Thomas Erwin last week.

Miss Audrey Sherrill, who is teaching at Belmont, spent the weekend with her parents, Mr. and Mrs. L. M. Sherrill of East Pigeon.

We are glad to report that Mrs. C. S. Rollins is able to be out again following a serious illness during the summer.

Mr. and Mrs. Charles F. Hargrove of Charleston, S. C., spent the weekend with the former's parents, Mr. and Mrs. Rufus Hargrove.

Frank Sorrells, Jr., is convalescing at the home of his parents on Lovejoy after having been a patient at the Haywood County Hospital for the past week with a throat infection.

Mr. and Mrs. Hugh Terrell of West Pigeon are taking a vacation in Florida. On the way they visited their son, Hugh K., a student at Wake Forest College.

Mr. and Mrs. Wiley Medford of Pisgah Drive, and Mrs. Lee Chambers visited Frank Wells, who is ill at his home in Morganton.

co-worker glances up and returns to furious pounding on his typewriter. In another few hours a stack of neatly folded papers will lie on the counter; the men in the composing room and the press operators will wearily put out the lights, and the news and advertising staffs will start resolutely on their copy for the next issue with the determination that this time they'll make the deadline without breaking their necks.

The Whatsis Is A Quince, Grandmother Says

It's a quince.
The yellow-green what-you-may-call-it which have been in The Mountaineer's window since Monday have been identified as fruit from grandmother's quince tree.
Grandmother is Mrs. Nola Evans, who now lives on Short Street, but who formerly lived on the Howell Street property now occupied by Samuel Wilson. According to her grandson, Gary Evans, she planted the tree herself about eight years ago. Gary vouches for the fact that they make mighty good eating and mighty good preserves.
Mr. Wilson brought the fruit to The Mountaineer office Monday after he and his co-worker at Dayton Rubber had been completely stumped by their identity.

Thickety CDP To Finish Making Annual Reports

The regular meeting of the CDP will be held at the Park Thursday at 7 p.m. J. H. Clark will preside, and plans for closing out the year's reports, completing the scrapbook and other items of business will be discussed.

Mr. and Mrs. Ben Kennedy left Tuesday for Winston-Salem, after spending a few days with her mother, Mrs. T. G. Murray and family. They expect to go to Miami Beach, Fla., sometime this month, to spend the winter.

W. P. Harris is spending some time with his son, Glenn Harris and family in Detroit, Mich.

Miss Jackie Murray and Miss Alice Aiken of Macon, Ga., spent a few days the latter part of the week with Mrs. T. G. Murray and family.

Pvt. Max Robinson returned to Camp LeJeune Wednesday after spending a 15-day leave with his mother, Mrs. Mary Robinson and family.

T/Sgt. Guy Murray and T/Sgt. Leonard Markhart left Saturday for Madison, Wis., to visit at Markhart's home, after spending a few days with Murray's mother, Mrs. T. G. Murray and family. They will soon report to Luke AFB at Glendale, Ariz.

A board of education meeting was held Thursday night at the Rockwood Methodist Church, at which time teachers for the new conference year were elected, and other plans made.
It was decided to organize Fellowship meetings for Sunday evenings which will be held at the same time the MYF meets. This will be a service for the entire family, and provisions will be made for the children who want to attend. The first service was held Sunday night.

Feeder Calf Sale Brings \$32,752

Feeder calves averaged \$15.89 hundred for a total of \$32,752.18 at the sale Wednesday at the Asheville Livestock Yards. Three of the five fancy steers were consigned by Haywood County owners.
Fancy steers brought \$21.25; choice steers, \$19.08; choice heifers, \$14.48; good steers, \$18.47; good heifers, \$13.82; medium steers, \$16.60 and medium heifers, \$12.28.
County consignors of fancy steers were Turner Cathey, Sam Ferguson and Lenoir Smathers. They were among 27 county residents who consigned 304 calves.
All the fancy and some of the choice steers were bought by FFA and 4-H boys to be fed out as baby beef projects.
Dry weather this year cut down the number of calves heavy enough to be consigned to the sale, but the price average of \$15.89 this year was 21 cents higher than last year's average.

YES
THERE ARE MORE
DIAMONDS
AND ABSOLUTELY
FREE
Nothing To Buy
No Obligation
COME
TO ONE OF RAY'S
STORES AND TRY
YOUR LUCK—
TODAY

Evaporated
PET MILK
2 Tall Cans **25c**
Swanson's
BONED TURKEY
5 Oz. Can **25c**
SANTO COFFEE
1 Lb. Bag **99c**
RAY'S SUPER MARKET

UNBELIEVABLE... BUT TRUE
FREE Beautycrest **DIAMONDS**
NO STRINGS ATTACHED!
NOTHING TO BUY!
Just Pick Out a GENUINE DIAMOND and it's Yours FREE!
SO SIMPLE... Just pick out a genuine BEAUTYCREST Diamond and it's yours ABSOLUTELY FREE!
There are hundreds of dollars worth of genuine BEAUTYCREST Registered diamonds among many imitations. Take your selection to the dealer below, whose name is on your envelope. He is your authorized BEAUTYCREST Diamond Dealer and he gladly inspect it for you. If you've picked out one of the many genuine diamonds he will mount it in a BEAUTYCREST gold mounting ABSOLUTELY FREE of charge. Even if you don't pick out the genuine diamonds your BEAUTYCREST Dealer has a pleasant surprise in store for you!
REMEMBER - YOU DON'T HAVE TO MAKE A PURCHASE TO PICK A DIAMOND. TYPICALLY NO STRINGS ATTACHED. LOTS OF FUN. IT'S PROFITABLE. AND IT'S ALL FREE, TOO!
Children under 16 are not allowed to participate.
Each Diamond Valued At **\$100.00**
Your Authorized Beautycrest Dealer
Kurt Gans JEWELER

BUY of the WEEK
CHICKENS
TENDER, TASTY, TEMPTING
FRYERS
CUT UP—READY FOR THE PAN
35c Lb.

LETTUCE	2 Large 4 Doz. Size	29c
SHORTENING	3 Lb. Armix	69c
MACARONI	2 8 Oz. Boxes Quakers	19c

NABISCO PREMIUM CRACKERS
1 Lb. Box **23c**
1/2 PRICE RINSO SALE
Large Rins White Both Only **45c**
Large Rins Blue Only

SWANSON FROZEN POT PIES
2 Chicken Turkey or Beef **49c**

RAY'S SUPER MARKET
PARK • SHOP • SAVE
BEHIND THE POST OFFICE

Campbell's	TOMATO SOUP	2 Cans For
New Process	NIBLETS CORN	2 12 oz. Cans
Chase & Sanborn	INSTANT COFFEE	1 Oz. Jar
Kraft All Purpose	SALAD OIL	1 Quart Bottle
Philadelphia	CREAM CHEESE	3 Oz. Pkg.
White House	APPLE SAUCE	2 No. 303 Cans
Maxwell House	INSTANT COFFEE	Large 6 Oz. Jar

FOOD STORE SUPER MARKET
MAIN STREET

TIDE	Large	30c
IVORY SOAP	Medium	3/25c
CHEER	Large	30c
SCOT TISSUE	2 Rolls For	23c
MARCAL NAPKINS	Box of 30	10c