

# Carolinian Celebrates 20th Anniversary

Although The Carolinian, which this week celebrates its 20th anniversary, is a much different publication from the one which hit the newsstands in October, 1941, its policy of service to its loyal readers remains unchanged.

The newspaper, with P. R. Jerry as publisher, was the outgrowth of The Carolina Tribune and first saw the light of day at 118 E. Hargett Street. At the time of its founding, the newspaper had a staff of three printers, a salesman, a reporter and some part-time personnel.

Its equipment consisted of a Meilhe cylinder press, a Model 14 Linotype machine 9x12 and 12x18 job presses, a Diamond paper cutter, a Boston stitcher, a Miller bench saw a type cabinet, miscellaneous type and printing equipment.

Knowing that a quality newspaper must have good machinery and efficient personnel, Mr. Jerry set a goal of improving the mechanical department and increasing personnel. The addition of a Monotype machine, an Intertype machine and an 8-page Duplex press, a Ludlow Typograph machine and the erection of a two-story addition to house the press and provide accommodations for some of the personnel brought into Raleigh gave The Carolinian a foundation on which to begin its larger work.

With this equipment and added personnel, the Hargett Street plant printed as many as six newspapers a week for different cities. These included Asheville, Wilmington, Winston-Salem, Charlotte, Kingston and Fayetteville, N. C., Charleston, S. C., and Knoxville and Chattanooga, Tenn.

When the building in which The Carolinian plant was located was sold, the paper was compelled to move and in June of 1953, ground was broken for its new home at its present location at 518 E. Martin Street. The present plant, containing some 30,000 square feet, is of brick and block construction. Discarding the old 8-page Duplex press, the management installed a 24-page Hoe rotary press capable of producing an output six times greater than the old press. Later, another Model 14 Linotype machine replaced the old Intertype and the Monotype was replaced by an Elrod casting machine.

Many new type faces and other equipment needed to produce a better newspaper were added, including its own lease cut-making machine, a Fairchild Scan-A-Graver.

Its contributions to the economy of Raleigh is best told in the fact that its staff rose to 22 full-time and part-time workers during the summer of 1961.

The growth of The Carolinian has not been without hardship. During World War II when the need for armed forces personnel sapped the manpower of business,

industry, in fact, every walk of life, the emptied reservoir of printers and newspaper people left a questionable future.

The Carolinian resorted to a training program in all phases of its operation following the period of manpower shortage. While this program served a need, many of the trainees who became journeymen sought larger cities and plans, thus causing a continued training program that is now a part of its overall program. Some of its products are to be found in the government printing office, metropolitan dailies and many of the larger Negro plants.

The demand for The Carolinian has steadily increased. Presently circulated in 26 states and a few foreign countries, this newspaper

has been accepted more and more from year to year.

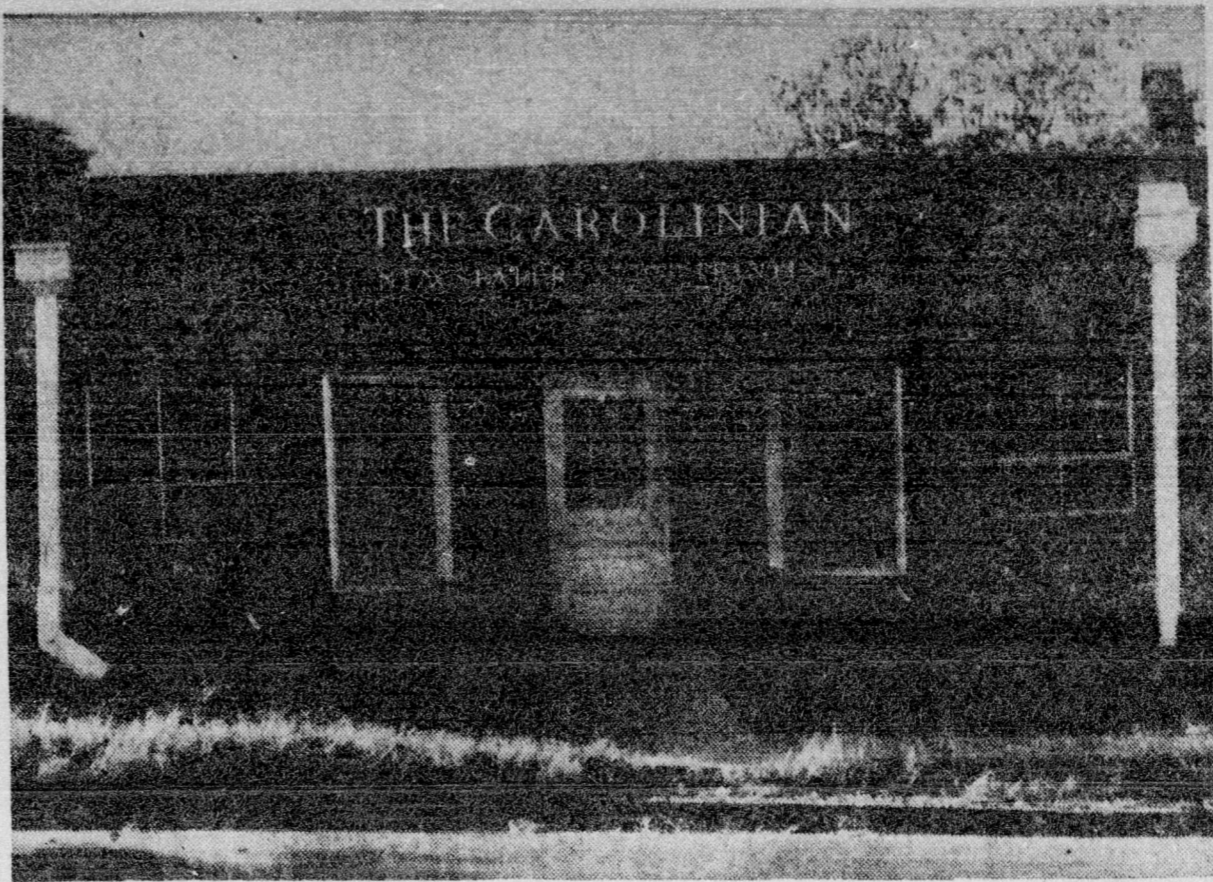
The Carolinian will be remembered for insuring an annual Food Show and Homemakers' Exhibition which has grown steadily in popularity and attendance. The first show was held in the Spaulding Gymnasium at Shaw University nearly 10 years ago. It was later moved to the auditorium of the First Baptist Church and outgrowing these quarters, moved to the spacious Raleigh Auditorium to accommodate the growing crowds and to provide more booth space for exhibitors.

This year, The Carolinian made even more history when the publisher, through Promotion Manager Alexander Barnes, paid \$207 for the top ham at the Smithfield

Ham and Egg Show and presented it to former Governor Luther H. Hodges, now U. S. Secretary of Commerce in Washington in an impressive ceremony.

Through its hard-hitting editorials, pictures and features, The Carolinian each week attempts to bring to its readers the type of progressive newspaper of which its thousands of readers may well be proud. It is a home-grown institution for home folks, but its influence extends far beyond city and state boundaries. Not only is it in demand in other states to which its fame has spread, but former residents who have moved to other cities and states want it sent to them in order that they may keep in touch with current happenings back home.

With this type of support, The Carolinian will continue to strive to produce a bigger and better newspaper.



## Tan Players In Key Role

MINNEAPOLIS (ANP) — Eight tan players are playing key roles for the University of Minnesota, national champions in 1960.

The talented octet includes tackle Bobby Lee Bell, quarterback Sandy Stephens, right half Bill Munsey, fullback Judge Dickson, left halfbacks Earl Roles and Charlie Smith, guard Roland Mudd and tackle Carl Eller.

Bell, Stephens, and Munsey, first stringers from last season, have resumed starting roles. Stephens, with a pair of touchdowns, was a stand-out in the Gophers' initial victory 14 to 7, over Oregon.

Dickson, while on the second team, has seen plenty of action and could break into a strating berth in any game. Eller is another likely prospect for the first team before the season ends.

Rated as the Gophers' best All-American prospect, Bell, a junior from Shelby, N. C., is another in the long line of outstanding Minnesota tackles. He does not have the usual left which has been a trademark of Minnesota tackles, but he's no midget at 6-4, 220 pounds and relies on speed and ability more than brute force.

Bell broke into the starting line-up in the first game as a sophomore and quickly gained rave notices from reporters throughout the Midwest. His great speed and instantaneous reactions made him a feared red dog specialist and many at opposing back felt the lash of his smashing tackle. He has been even better in the first two games this season.

An indispensable back, Stephens is one of the few remaining triple threat backs in college football. He is not a great passer, but he runs and kicks with the best. Leading scorer in 1960, Stephens registered nine touchdowns for 34 points. He carried the ball 37 times for 164 yards, often doing the running when the Gophers were down close. He completed 20 of 52 passes for 38 per cent and punted 55 times for a 35.3 average.

The 6-foot-215-pound senior from Uniontown, Pa., returned 16 punts for 11 yards and ran back nine kickoffs for 230 yards. He was a touch man on pass defense, intercepting four and carrying them back 114 yards.



P. R. JERVAY  
Publisher



ALEXANDER BARNES  
Promotion Manager



MISS O. J. PATTISHAW  
Secretary



GEORGE SANDERS  
Circulation-Advertising



CHARLES R. JONES  
Managing Editor



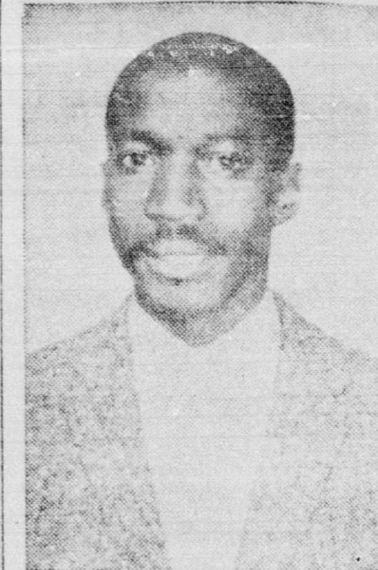
E. R. SWAIN  
Linotype Operator  
In Charge of Job Printing



J. C. WASHINGTON  
Foreman Mechanical Dept.



THOMAS HILLIARD  
Printer



JOHN SANDERS  
Mailing Dept. Helper



MISS CLARANETTE DURHAM  
Secretary



MRS. M. E. WASHINGTON  
Secretary-Office Mgr.



MISS LENA M. EURE  
Printer



CLARENCE ROGERS  
Mailing Dept. Helper



REV. D. N. HOWARD  
Reporter



LLOYD JEFFRIES  
Circulation-Photography

## Firestone

### MILEAGE BARGAIN

**FIRESTONE Champion New Treads**

Applied on Sound Tire Bodies or on Your Own Tires

- ✓ Same Tread Width
- ✓ Same Tread Depth
- ✓ Same Tread Design
- ✓ Same Tread Quality

As New Firestone Tires

You Don't Need Cash  
Your Old Tires Make the Down Payment

# 888

Plus Tax and Recappable Tire

ALL SIZES AVAILABLE

## Firestone Stores

415 FAYETTEVILLE ST. TE 2-3374

## BEST Automatic Washer BUY Now — At JOHNSON-LAMBE CO.

**FREE PARKING**

No waiting, no walking, no meters. Park in our lot FREE.

**FREE Delivery and Expert Installation**

Our own courteous, trained experts deliver and install your new appliances according to factory specifications.

**We Carry Our Own Accounts**

No outside finance company. You deal only with us. Low, easy payments.

**FRIGIDAIRE Award of Merit**

FOR OUTSTANDING CUSTOMER SERVICE

**Award-Winning Service**

Our high standards of fast, efficient service have earned the FRIGIDAIRE AWARD OF MERIT.

**Guaranteed Satisfaction**

We have built our business on satisfied, loyal customers. You must be satisfied or we'll make it good.

## baby's "things" get the best care!

### '62 FRIGIDAIRE BABY CARE WASHER

DeLuxe model WDA-62

Baby's own diaper laundry at home! Automatic Soak Cycle lets you soak, wash, spin-dry diapers in just 46 minutes. Perfect for heavily soiled work clothes—all the family's wash!

- Patented 3-Ring Agitator bathes even deep dirt out without beating!
- Dispenses laundry aids automatically. Detergent, dye—even liquid or powdered bleach!
- Automatic Lint Removal—Two fresh water Lint-Away rinses float lint away with the dirt, automatically!

ask us about the FRIGIDAIRE 15-YEAR LIFETIME TEST!

BUY NOW **2<sup>25</sup>** A WEEK after small down payment

1962 FRIGIDAIRE WASHERS PRODUCT OF GENERAL MOTORS

**OPEN FRIDAY NIGHTS 'TIL 9 P. M.**

# Johnson-Lambe Co.

322 S. Salisbury St. — Raleigh — Dial TE 2-8848

**FREE DRIVE-IN PARKING**

## CHURCH LIGHTING

### Is A Very Important Phrase Of Any Church Program

WE FURNISH ESTIMATES AND INFORMATION FREE

SEE OUR . . .

Various Designs Built to Give Better Lighting and to Add Beauty and Delight to Your Church.

## Electrical Wholesalers, Inc.

901 N. WEST STREET