

Mars Hill College Will Unveil 'Heritage' Mural On September 8

The unveiling and formal dedication of Douglas Ferguson's ceramic mural, "Heritage," will be held on Sept. 8, which has been designated "Doug Ferguson Day" by the college.

Ceremonies will begin at 3 p.m. and will include early American, traditional, and string band music by the Appalachian Folk, a group composed of Lou Therrell on banjo, Byard Ray on fiddle, Vivian Hartsoe on guitar and Craig BuBose on base fiddle. Dr. David Smith, campus minister, will give the invocation, and college president Dr. Fred Bentley will address the assembly in a tribute to the artist. The dedicatory prayer will be given by Dr. Hoyt Blackwell, president emeritus of Mars Hill and namesake of the building where the mural was placed.

Ferguson is a native of Yancey County, born on "Possum Trot," a small settlement near Bald Creek. He grew up there and attended grammar and high school at Bald Creek. He enrolled in Mars Hill and completed his studies in art in 1933. He worked for the Tennessee Valley Authority until 1946, gaining invaluable training and experience in the ceramic research laboratory at Norris. Together with his father-in-law, Ernest Wilson, he founded the Pigeon Forge Pottery on the banks of the Little Pigeon River about five miles northwest of Gatlinburg.

Since then, Ferguson has become renowned as a potter, artist, and designer. His business has drawn tourists from all over the world; and he has been commissioned to create special pieces for such dignitaries as Queen Elizabeth; and he has lectured all over the world.

Ferguson began thinking of a gift for the college when he visited the campus last year at the invitation of Dr. Bentley. He originally thought of a mural on a long, low wall, but Dr. Bentley directed his attention to the major entrance of the school's new \$1.3 million administration building, Blackwell Hall. That entrance features a glass front which intersects with a brick wall and rises for three stories.

At the juncture of the east wall grows Ferguson's "Heritage," a ceramic tree of Appalachian life that spreads its branches inside and out, and bears the symbols and artifacts of life in this region. The mural reaches a total height of 32-feet-8-inches, weighs 5,000 pounds, and has a surface area of 323 square feet. To mount the mural, Ferguson cast it in 496 pieces, putting it together like a giant jig-saw puzzle.

Ferguson spent a total of 15 months on the project, filling book after book with sketches before finalizing a design that set everything at an angle. Then piece by piece, he created the mural at his Pigeon Forge Pottery. "It became a spiritual thing with me," he notes, and admits

that he let business go for the 15 months it took to finish his largest work.

The public is invited to at-

tend the unveiling, and Ferguson will be available to answer questions about the work and sign autographs dur-

ing a reception following the ceremonies in the Peterson Conference Center of Blackwell Hall.



DOUGLAS FERGUSON nears completion of the "Heritage" mural at the entrance of Blackwell Hall.

Students Learn About Banking

Typically, people have had to go to banks to learn about banking. Today, however, the banks are going to the school classroom to teach banking.

This is one of the manifestations of a new filmstrip program "BANKING IS..." which the First Union National Bank presented as a public service to the students at Madison High School. Making the presentation was R. Bryce Hall, vice president and city manager of the Marshall office. Receiving the multimedia filmstrip unit at a presentation meeting Aug. 28 at First Union Bank at Marshall was Patricia Waldrop, consumer marketing instructor.

In making the presentation,

Hall said, "The program 'BANKING IS...' gives the student first-hand experience with the basic banking activities he will use throughout his life.

"Writing a check, applying for a loan, computing interest and using a bank's services are things most adults take for granted, we have done them all of our lives. But these activities must be learned, and for many of today's students they are as foreign as any new endeavor.

"Many adults learned banking by trial and error; but, in today's world of advancing technology, this is no longer a satisfactory solution. For instance, today checkwriting is as much a part of life as driv-

ing is. Ninety percent of all financial transactions are made by check and the American public will write over 21.5 billion checks this year.

"We strongly believe that the more financially secure a student becomes through knowledge and practice of good banking the better a citizen he becomes, and the better our young citizens, the better our tomorrow."

Hall said that as part of the program an officer of the bank is available for a follow-up classroom question-and-answer session and the student may be given a tour of the bank to see the operations at work.

Editor's Column

A couple of weeks ago I made a request that all copy for the News Record be in by 3 p.m. Mondays, and that request has inspired a number of questions. Why do we need the copy then? Why not Tuesday morning, or Monday morning, for that matter?

For this reason, and because many of our readers have asked out of curiosity, I would like to give a brief description of how this paper is "made." It will be a little vague in parts, because I haven't yet figured out some of the details myself. But I promise you one thing, in this age of high technology, no matter how efficiently the paper is put out, there is plenty of room for human error.

It all starts Wednesday mornings, the day after print day. That's when the weekly cycle begins, and we begin collecting copy from correspondents around the county and from the mail. Wednesday, Thursday, and Friday are the days when most of the reporting is done; deadline pressure has not begun, and those are the days when I can move around the county. Friday afternoon the first packet of copy is mailed to Waynesville to be set in type.

Some more reporting is done on weekends - holiday festivals and athletic contests are work for journalists - and then on Monday the ads are collected. By then our advertisers usually have an idea of what they want to emphasize during the coming week, or what they want to put on sale. Monday at 4:00 the second packet of copy is mailed, along with some of the ads. This packet arrives at the office of The Mountaineer Tuesday morning, when it is set in type by three full-time typesetters. These people use photo-typesetters, machines that "set" type photographically. The hot lead of the old Linotype machines has been replaced by light. Each time the operator presses a key, it causes a beam of light - shaped like an "a," for example, or "g" - to hit a roll of photographic paper. After a story is finished, the roll of paper is fed through photographic developer, basically the same stuff used to make

photographs, and all the places that have been hit by beams of light - all the a's, b's, and so on - come out black. So you end up with strips of photo paper with stories printed on them.

All this typesetting is being done Tuesday morning, while I am getting the last stories in shape in Marshall. Then at about 11 a.m., I pack up all the late copy, the late ads, the late photographs, the ad manifest sheet, the classified ads, the legal ads, the personals, births, final obituaries and weddings and leave for Waynesville.

This leaving has proven to be the weak link in the production process. The first week I did this without Pop's supervision, I changed cars at home and left my briefcase, and all the above, in the wrong car. I was in East Canton before I discovered this disaster, and it was Pop who saved me, bringing the briefcase himself. And only last week I got two miles from Marshall before realizing I had brought everything but the stories and photos!

After the hour's drive to The Mountaineer, where the paper is printed, there follow several hours of pressure-filled, high-tension work while the typesetting, layout, plating and printing are done.

In simplified form, here is what happens. The rest of the copy is set, and all of those strips of paper - stories, headlines, captions, ads, everything - are coated on the back with sticky, liquid wax and laid out flat on the slanted chest-high work tables. At the same time, layout sheets the size of each News Record page are laid out next to the strips and we begin sticking the strips to the sheets. We also put in the ads, which have been put together by several people who specialize in graphic layout, and the photographs, which have been reshot to specified size. It usually takes about two hours to make everything fit; reset headlines that don't fit, look for missing captions, rewrite lost headlines, and have last-minute stories set and waxed and laid out.

Then each page is carried upstairs to be "shot" by a huge camera, which produces a single negative of the entire page. Then that negative is set in another machine, against a photo-sensitive metal sheet. After several chemical steps, this machine produces a plate bearing the entire image of the page. The plates are then carried to the pressroom and bolted onto the huge drums in proper sequence. As the drums turn, the plates are inked and pressed against paper, producing The News Record. The paper is printed, once the presses start rolling, in a mere 20 minutes.

That, in fact, is the easy part. After printing, all the papers must be addressed for mailing, one at a time, and bundled for easier handling for the post office. A single machine - or human - error, and some unlucky subscriber doesn't get a paper that week (until they call the office and advise us that we have fallen short of perfection once again).

When bundling is finished, about 6 p.m., I swing the bundles into my bus and drive the return trip to Marshall, where the bags are left at the post office for mailing early Wednesday morning. Other bundles go to racks or counters throughout the county.

If this whole process sounds fast, it is. And if it sounds like we might make mistakes, we do. Last week, for example, Bryce Hall, the Marshall manager of First Union Bank, was startled to learn in The News Record that he was manager of Wachovia Bank (Frank Moore of Wachovia may have been even more startled). The Board of Elections was startled to learn that it was meeting at the same time as the Board of Education (my only defense is that "elections" has the same number of letters as "education"). And a number of people wondered whether the woman pictured picking blueberries was not Inez King (she was, and is).

But things are getting better, I tell myself; the mistakes are becoming slightly harder to find, and perhaps fewer in number. And oh, that day I mislaid my briefcase: I forgot to mention that the moon was full that day. Something was bound to go wrong.

Girls Launch Message

Barbara Ray and Deborah Boone's third-grade class at Marshall Elementary School launched a bottle into the French Broad River on Aug. 22.

The group decided to launch the bottle after reading the story "A Letter by Bottle Post." The bottle contains the third-graders' versions of islanders' distress notes.

The class is asking that anyone who finds the bottle please contact Marshall Elementary School. The phone number is 649-2434.

My name is Branna Fender I go to Marshall Elementary School I like it world you be my friend I bet that you will be my friend I bet I like you very much My teacher is Mrs. Boone and Mrs. Ray I like them. I bet that you would to if you were in my class

ONE of the messages floating down the French Broad.

Committee On Aging Named

House Speaker Carl J. Stewart Jr. of Gastonia announced today his appointments to the Legislative Research Committee on the Problems of the Aging. Appointed were: Rep. Ernest B. Messer of Canton, Rep. Gus N. Economos of Charlotte, Rep.

Edd Nye of Elizabethtown, Claude Farrell of Raleigh, and Clyde Gordon of Burlington. The 1979 General Assembly passed a joint resolution permitting the continuation of the work of the Legislative Research Commission's study on the problems of the aging.

Heard And Seen...

By POP

The "power of suggestion" seems to be for real, at least in Marshall. Talking with several businessmen during the past week it is evident that with the current street improvements quite a bit of talk is that to "keep step" with the improvements, plans are being made to "dress up" other property along Main Street - such as renovating some buildings, etc. Recent clearing of weeds and bushes behind the courthouse has greatly improved the appearance. An over-the-sidewalk awning is also being studied. Let's hope that a growing pride in our town will continue.

Marvin Faulkner, veteran employee at Home Electric, is recuperating from a hand injury when a finger was severed when he forgot to get it out of the way while handling a heavy load - hope the finger is soon healed, Marvin.

"Preach" Davis's pet hen is a topic of conversation - no one can accuse "Preach" of being "hen-pecked" because the hen apparently is very fond of him and stays at the filling station quite a bit.

Congressman Lamar Gudger's meeting

with the public last Friday morning proved quite popular with about 60 citizens attending in the courtroom here. Following an informal but informative talk, Lamar opened the floor for questions and discussions and several pertinent questions were asked and answered ably by Gudger. Lamar is well versed in what was asked and seems to be on top of what's going on in Washington. After nearly two hours, the meeting adjourned and I think everyone present was better informed on timely subjects. Such meetings are helpful and it is hoped that future meetings of this type will be held.

One of the largest crowds in recent years attended the opening football game of the season here Friday night when the Enka Jets defeated the Patriots 21-7 - the Patriots showed a creditable defense against the larger Jet team but the offense was unable to penetrate the heavy Jet forward wall except for the thrilling 50-yard scoring play by Tim Wilde. As the season progresses, it is hoped that the Patriot offense will improve.

As usual, John Lackey's Enka Marching Band composed of 160 members, put on a great halftime show. The Enka band is

considered one of the best in Western North Carolina. Although the Madison Marching Band, under the direction of Bill Stell, only numbers about 60 members at present, also performed well and brought loud applause from the spectators, as did the Enka Band.

It seemed strange to be merely a spectator after so many years "covering" the game for this newspaper but I enjoyed sitting beneath the press box instead of being in the press box. I missed the fellows in the press box but observing a game as a "spectator" has its advantages.

I like the new term, "jockey lot" better than "flea market" - I always thought of a flea market as a flea-infested place instead of the place to buy all sorts of everything.

Ann Thomason asked me Friday why I always called her husband "Ricky" instead of "Rick" - she says only his mother calls him Ricky and I'm the only person who says Ricky - well, Ann, it's just a habit I fell into long ago and I never noticed it - I'll try to remember to say "Rick" in the future because he's a close friend - just like you are.

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