

# 54 - Years Of The News - Record

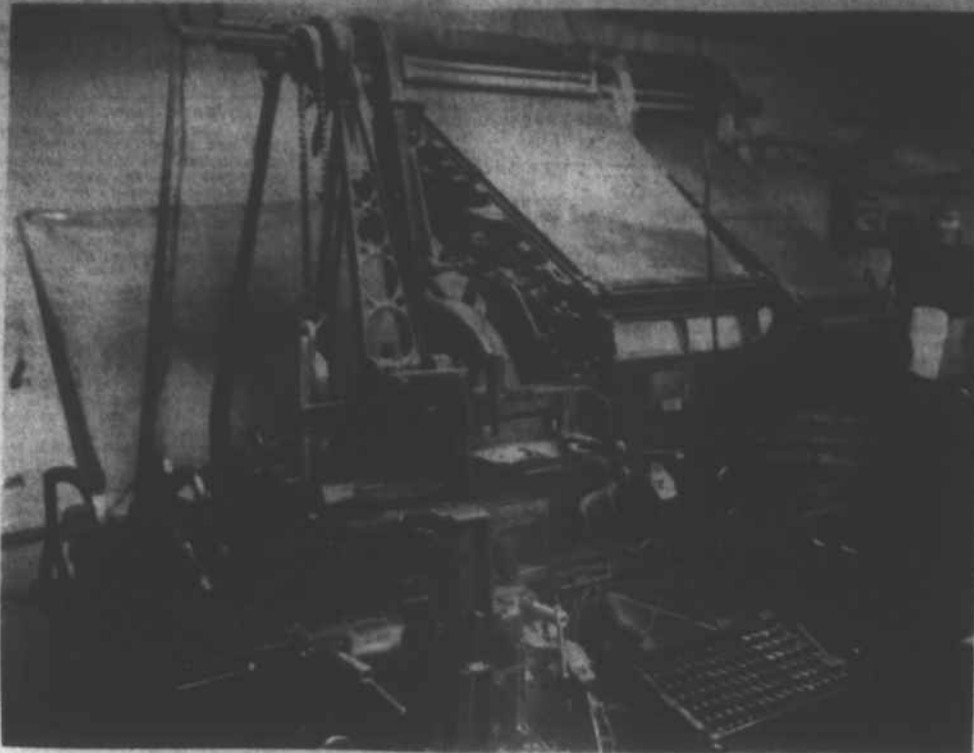
Since Oct. 8-14 is National Newspaper Week, it might be interesting to go a bit into the history of The News-Record and point out the progress which has been made since H.L. Story purchased the weekly paper from Mrs. Annie May White in July, 1924.

Before that date, The News-Record was set by hand, letter by letter, from type cases. The papers were folded by hand and addressed by hand. When the paper had been printed, folded, addressed and mailed, all the type had to be distributed back in the cases, letter by letter, in their proper places before type-setting could begin on the next issue. The only person now living who experienced this slow and tedious job in Marshall is the Rev. Coleman C. Caldwell. Although "Coley" has long been retired, he seldom misses a morning visiting the office for a few minutes.

In 1924 the newspaper office was located on the site of the present Masonic Temple and Wild's Radio and TV Service. It was in the old wooden

building that Mr. Story purchased the then modern Linotype on which an operator could set type. Instead of case type, the Linotype cast metal "slugs", making the process of "setting up the paper" faster and more accurate. Instead of having to return the separate letters into cases, the "slugs" were remelted and poured into molds, making metal bars ("pigs") which could be used again and again in the Linotype. With the Linotype came other improvements, never dreamed of in Marshall. A larger flatbed printing press, a folder for mechanically folding the newspapers, a Wing mailer which was used to address the papers instead of by hand, and other machinery was added.

The circulation grew from a few hundred to over 1,000. With the growth of the paper, a larger building to house the machinery was necessary. The newspaper plant then moved to a larger building located at the intersection of Roberts Hill Road and US 25-70. After many years the plant



LINOTYPE which for 46 years was the type-setting machine at The News-Record in Marshall. This machine which cost \$20,000 in 1924, is still used to set type for job

printing. The mechanical part of printing The News-Record is now done by the modern offset system at The Mountaineer plant in Waynesville.



MODERN proofreader machine (Unified Composer) is pictured above with Brenda Burnette proofreading News-Record news after it has been set on IBM

machines. Other operators of the above machine and the IBM machines include Betty Neuen-schwander and Mary Jo Revis.

GOSS COMMUNITY Web Offset Press on which The News-Record is printed. Oliver "Babe" Yount, pressroom foreman and Jim Story, editor, are shown looking at a paper before starting the weekly "run". Other employees in the pressroom include Robert Jones, Joey Ferguson, Jeff Ledford, and others. The \$150,000 press has six units, four pages per unit, prints 18,000 copies per hour, prints four colors and each roll of newsprint weights approximately 975 pounds.



FOUR-PAGE flatbed Miehle printing press, which printed The News-Record for many years, is now used for printing large window cards and other jobs too large for job presses at Story Printing Co. in Marshall.



and office were moved to Main Street adjacent to the then Bank of French Broad. In later years the News-Record plant was moved to the present site, which was purchased by Mr. Story.

Following the declining health and death of H.L. Story in December, 1964, his son, James "Pop" Story became owner, editor and publisher.

On Aug. 1, 1970, the News-Record was purchased by Community Newspapers Inc., of Spartanburg, S.C. This transaction was made due to the prohibitive cost of offset machinery which was fast becoming popular in the production of newspapers. Although the ownership of the paper was changed, Story was retained as editor. The News-Record remained as a local paper except for the mechanical change when the paper was printed in Canton. The policy of non-partisan, its fairness to all creeds, religions, etc., and its dedication to the upbuilding of Madison County continued under the new ownership.

In April of 1976, The News-Record was purchased from the South Carolina-headquartered corporation by a newly-formed corporation headed by Clifton Blake Metcalf, a Mars Hill native, with close Madison County ties. The first edition under the present ownership was

published on April 22, 1976.

Metcalf is the son of Jake and Roxie Marie Wilde Metcalf, the grandson of Donald F. and Pearl Ray Metcalf of the Beech Glen community and the late Mr. and Mrs. Max Wilde of Marshall and Mars Hill. He has numerous other relatives residing in Madison County.

Under the present organization, Story has continued to serve as editor of Madison County's only newspaper.

With the advent of offset printing, many weekly newspapers have centralized with newspaper plants which have the very latest in equipment.

"The Waynesville Mountaineer plant is a prime example of the advancements in printing techniques and the continuing growth and increasing circulation of The News-Record," Story commented.

## Singing

The regular second Saturday night singing will be held this Saturday at the Belva Baptist Church beginning at 7:30.

Wendell Wallin will be in charge.

Everyone is welcome, the Rev. Andrew Grindstaff, pastor, announced.

## Civic Center To Host Triple Header Fall Fair

If you like mountain arts and crafts, mountain music, and mountain dancing, then don't miss the Carolina Fall Fair at the Asheville Civic Center Arena, Oct. 14 through 16, open from 10 a.m. to 10 p.m. except Monday when the fair comes to an end at 8 p.m. Selected local artisans plus some from several states will display and sell the products of their hand-made work. Many will be working or demonstrating.

A top notch all star bluegrass band has been recruited by Mark Kuykendall of Asheville. He calls it the Smoky Mountain Bluegrass. Band members include Marc Pruitt, banjo; Arlene Kesterson, guitar; Bud Davis, bass; Arvil Freeman, fiddle; and Mark on mandolin. The clogging is said to be "out of this world". Several local teams with their own unique names and styles will perform as well as world champion dancers from Boone, Salem, S.C., and Sparta, Tenn. Heading the clogging will be Morris "Mr. Fantastic" Hampton from Boone, followed by Ronnie "Mr. Clog Dance" Lusk from Salem, S.C. Hampton is the two time and present world champion male clog dancer. But, perhaps, getting the most attention will be the Old Timers from Sparta, Tenn. They hold the world title for 50

years old and over.

Sam Simpson of Brevard is in charge of the clogging. Three of his teams — the Tar Heel Cloggers — will dance exhibitions and help Sam with the big Smoky Mountain Style square dances that will be called by Sam at 8 p.m. Saturday and Sunday. The audience will be encouraged to join in the fun.

Fifteen door prizes, in-

cluding three TV sets, will be given away.

School groups accompanied by a chaperone will be admitted on Monday at a special rate. Advance tickets at a discount rate may be purchased at the civic center box office and all of its several outlets plus several selected schools, churches, clubs, motels, restaurants, and clog dance teams.

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Clyde M. Roberts

### SHERIFF

William E. Powell III

### CLERK OF COURT

C. N. Willis

### TAX COLLECTOR

Fay Ball

### COUNTY COMMISSIONERS

Perry Willis

Frank Massey

L. Patrick Clemens

### BOARD OF ED. DISTRICT I

Don Hall

William (Bill) Sears

### BOARD OF ED. DISTRICT II

Gary A. Sprinkle

Frances C. Ramsey

Willie L. (Bill) Hodge

### STATE SENATE

Joe L. Morgan

Edward Krause

### U. S. CONGRESS

R. Curtis Ratcliff

### U. S. SENATE

Jesse Helms