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A HISTORICAL STUDY OF THE RELATIONSHIP
BETWEEN THE WATAUGA DEMOCRAT AND
APPALACHIAN STATE TEACHERS COLLEGE

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A Thesis
Presented to
the Faculty of the Department of Social Studies
Appalachian State Teachers College

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

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May 1961

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The purpose of the report was to study the relationship between an educational institution, Appalachian State Teachers College, and a community newspaper, the Watauga Democrat.

The procedure used to measure the relationship between the above was through a direct examination of the coverage and support given to the school by the paper. Evidence was secured which gauged public reaction to the school-press liaison.

First, a review of literature concerning the criteria of the "ideal" newspaper was presented. Then followed a brief look at the history of the Watauga Democrat. Subsequently, four critical years, 1899, 1903, 1925, and 1929 were selected to show the growth of Appalachian State Teachers College and to show how the Democrat revealed the changes on its pages. No attempt was made to bridge the years for continuity. Complete reliance was placed on the excerpts taken from the content of the Democrat in order to tell the story without bias.

The results of the study prove that the Watauga Democrat spared no effort in its cooperation with Appalachian State Teachers College. The survey shows that, although in the beginning, the school benefited more than the paper, the Democrat gained progressively as the school matured, and the benefits were mutual. The impact upon education,

supported by this "team" was definitely felt by the public of Watauga County and of northwestern North Carolina.

ACKNOWLEDGMENTS

Many persons have helped with advice and counsel during the preparation of the thesis. Most valuable assistance was given by R. C. Rivers, Jr., the present editor-publisher of the Watauga Democrat and the son of one of its founders, R. C. Rivers, Sr. Expression of gratitude is in order to Dr. J. T. C. Wright, professor at Appalachian State Teachers College; Mr. John T. Howell, Principal of the Appalachian Elementary (Demonstration) School; and Mrs. B. W. Ellis, Watauga County resident. Many thanks are also due to the members of the thesis committee for their invaluable guidance: Dr. Julian C. Yoder, chairman; Dr. Ina Woestemeyer Van Noppen; and Dr. John G. Barden. Appreciation should be extended to Dr. John Van Noppen III and Dr. Marshall K. Powers for their assistance. Finally, the most grateful thanks are tendered to my wife, Betty, who helped to prepare the thesis for presentation.

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CHAPTER I

THE PROBLEM AND DEFINITIONS OF TERMS USED

News today is history tomorrow. Read continuously, the newspaper becomes a record of events, a flowing commentary on the forces working on the people.¹ Journalism thus can be a key to the understanding of social and economic trends in the realm of history.

Since the invention of the printing press and movable type,

the press has been the transmission belt carrying ideas and information essential in a democracy from sources to the people. Public opinion is the engine that runs democracy. It behooves every citizen... to learn how, when, and where the press was effective in performing its functions.²

The relationship between the people and a responsible press is closest in a small community with a daily or weekly newspaper with a circulation confined to a small geographical area. Such a journal is the Watauga Democrat of northwestern North Carolina, which has had a continuous history of weekly publication since 1888. The Democrat, published in Boone, Watauga County, in the

¹How to Get Most Out of Your Newspaper, Pamphlet distributed by The New York Herald Tribune, 1949, p. 17.

²Edwin Emery and Henry Ladd Smith, The Press of America (Englewood: Prentice-Hall, Inc., 1954), p.3.

center of the surrounding counties of Allegheny, Ashe, Caldwell, Mitchell, Wilkes, and Yancey, served them all. The paper has recorded many events important to this lore-laden area nestled in the Appalachian Mountains where Daniel Boone is reputed to have stopped often to camp overnight on his hunting trips.

One continuous story recorded by the Democrat was the growth of education in the "hill country." From stories about the establishment of an institution of higher learning to angry "Letters to the Editor" concerning the spread of measles because of crowded one-room schools, the Democrat noted them all for its readers. Nothing in good taste was ignored by its editors.

This study was a study of Appalachian State Teachers College and of the Watauga Democrat, a review of the relationship enjoyed between an educational institution and its "reporter."

I. THE PROBLEM

Statement of the problem. It was the purpose of this study (1) to show the comprehensive coverage and support of the college by the Watauga Democrat, (2) to show how the Watauga Democrat and the school mutually benefited each other, and (3) to evaluate the impact of the school and the Democrat on the reading public in its

circulation area.

The study was limited to the years 1898, 1899, 1903, 1925, and 1929. There were other years which were important to the growth of Appalachian State Teachers College, notably 1922, 1942, and the post-World War II years. However, the writer, upon examination of the material available, felt that the years chosen for study were more pertinent to the problem stated above. The years which were omitted were periods of internal adjustment and expansion. In 1942, for instance, the graduate program was initiated at Appalachian State Teachers College; however, the Democrat mentioned the program only briefly. War news was more important at the time. Thus the writer felt that an analysis of the years which were concerned with internal growth could not add to the clarification of the problem as a whole and so limited the study as stated.

Importance of the study. Relationships between the press and an institution of learning has never been very clear nor well-defined. Many schools of higher education have shied away from the "snoopy newspaperman," often to their dismay when the course of events in a school showed up unfavorably in the columns of their local journal. Most experienced colleges and universities have their own public relations departments which

ameliorate the press-school misunderstandings and which publicize favorable news such as extracurricular activities. There is today a burgeoning crop of community colleges all over the United States which do not have experience in the field of publicity.

This study may in some small way assist these newer and younger educational institutions in their approach to the people through their representative newspapers. An understanding of the history of press-school relationships of older institutions could serve to bring earlier harmony to these home-town colleges.

II. DEFINITIONS OF TERMS USED

Board of Education. This board, as referred to in the study, was elected by county-wide vote and was authorized to manage the county educational funds vested to it.

Democrat. Democrat is the shortened usage of the Watauga Democrat, a weekly newspaper published each Thursday in Boone, the seat of Watauga County of North Carolina, since 1888.

Newspaper Terms. Newspaper terminology is sometimes puzzling to the layman. Thus the following terms should be defined:

Banner lines. Banner lines are headlines which run across the top of the front page in caps of

large type of at least thirty points.

By-line. This term is used to indicate writer credit.

Caps. Caps is the newspaper term to designate capital letters or capitalized words and phrases.

Caption. A caption is the writing or description under a picture.

Depth. Depth, or "deep," in reference to newspaper stories and advertisements, is the length, measured in inches from the top of the paper downward.

Editorializing. Editorializing is a personal comment of the editor or the feelings of the writer of a straight news story written into the body of the event being reported.

Filler. Fillers are inconsequential facts which are inserted in a column to fill space left because of the lack of advertising or insufficient length of pertinent stories.

Head. The head is the capsuled description of a story that follows, often called headline.

Home-set printing. Home-set printing is the technical name for hand-setting type by an employee or by the publisher of a paper.

Inches. An inch is measurement in length of a news story or of the dimensions of a picture.

Item. An item is a short paragraph usually of personal nature about people in the reading area.

Lead. The lead refers to the most important piece of news or the opening paragraph of a story.

Patent pages. Some newsprint in 1898 had one side already imprinted with advertisements and was sold by the manufacturer of the newsprint. The blank side was used by the purchaser of the paper using the "home-set" method.

Personal. A personal is a sentence or paragraph of interest about one or more persons in the community and is not important enough to warrant full reporting.

Point. A point is $1/72$ of an inch, a measurement of the size type being used.

Slant. Slant or slanting is the bias shown through the use of nouns and adjectives to sway a reader one way or the other.

Spread. Spread refers to the amount of coverage given to one event or related events, subject or related subjects in one paper or on one page of a single issue of a paper.

Streamers. Streamers are synonymous with banner lines.

School. School is used as a substitute for

either Watauga Academy, Appalachian Training
School for Teachers, Appalachian State Normal,
or Appalachian State Teachers College.

CHAPTER II

REVIEW OF THE LITERATURE

Not very much has been written on how to evaluate or judge the treatment of news stories in a newspaper. It is a human frailty to rate news that interests oneself as the most important. However, a newspaper caters to many people, large groups with heterogeneous tastes and concerns. Thus an editor of a paper must use the guide of the common denominator, unless of course, it is the policy of the publisher or editor to push one particular event, person, or subject into the forefront to make the reading public more aware of a happening within their midst. There are certain criteria that professional newsmen use, and a summary of some important criteria essential to the development of this thesis will here be discussed.

LITERATURE ON THE DISTRIBUTION AND PLACEMENT OF NEWS STORIES IN A MODERN NEWSPAPER

The New York Herald Tribune, the successor to the well-known and famous New York Tribune, gave adequate but general criteria as to how to recognize a good newspaper. Its authority can hardly be challenged since the "Trib.," when under Horace Greeley, was the first to establish the

now honored editorial page, "the opinion-heart of the paper."¹

The pamphlet, How to Get Most Out of Your Newspaper, distributed by The New York Herald Tribune, does not contain a detailed analysis, which generally is not of interest to the layman in the field of journalism. It does establish the importance of the front page as it presents the cream of the news in a quick, interest-rousing pattern of headlines, body text....²

And

within the paper, everything is also neatly sorted and departmentalized as much as possible--a matter of good literary housekeeping as well as reading convenience....³

To most intelligent readers, a slanted or biased report is not desirable. In other words,

a good newspaper does not propagandize or editorialize in its news columns by means of misleading headlines or by the selection and omission of news....⁴

Here then is one of the criteria that was used in this study. Selection and omission can emphasize or

¹How to Get Most Out of Your Newspaper, Pamphlet distributed by The New York Herald Tribune, 1949, p. 1.

²Ibid., p. 13.

³Ibid., p. 30.

⁴Ibid.

de-emphasize the importance of the news in question. Some newspapers very close to their readers are often guilty of selection, but rarely does a reputable paper omit important news.

Slanting can be accomplished in many ways, as almost any erudite reader knows. One can color, distort, and purposely make dull all writing just by the choice of words. Thus writing style should be examined when evaluating the import of a news report.

Whether a paper is fair or biased depends upon the publishers and the editors concerned. This is, of course, known as a paper's philosophy, character, or what is sometimes called "news policy." Newspapers can be "Pollyannaish;" a "yellow, scare or rumormongering"⁵ journal; pessimistic; or positive. Papers have been called rural or industrial, depending upon their readership. In the case of this study, the unusual position of a rural paper's being drawn into the vortex of an educational atmosphere makes the Watauga Democrat out-of-the-ordinary.

Edgar Dale, a former professional newsman turned journalism professor and educator, gave a more technical and analytic view. As already stated, the position of

⁵Edwin Emery and Henry Ladd Smith, The Press of America (Englewood: Prentice-Hall, Inc., 1954), p. 3.

stories on a page is indicative of their importance and is a reflection of the paper's policy.

The criteria set up by Dale were as follows:

What are the most important stories in this edition? If there is room for them, they will probably go on page one. Which of these stories is the most important? It will probably go in the right-hand column or columns of page one. The upper half of this column or columns is considered more important than the lower. The next most important space on page one is the extreme left-hand column.⁶

The placement of articles did not come about by caprice or accident; placement has a historical basis. American editors in the 1840's under competition began attracting readers by "playing" important stories on the first page, usually in the right-hand columns. Advertisements were gradually pushed back into the inside pages.⁷

Later in the 1890's, with the frequent use of banner lines, the right-hand column assumed more importance, as it was easy for a reader to scan a streamer from the left to the right and then drop down to the extreme right-hand column. The secondary spot of importance was the extreme left-hand column. Then came the upper-fold middle columns, and finally the bottom sections of a folded paper took on the lesser roles.

⁶Edgar Dale, How to Read a Newspaper (New York: Scott Foresman & Co., 1941), p. 15.

⁷Charles H. Brown, News Editing and Display (New York: Harpers Bros., 1952), p. 219.

After page one, the third page was considered next in importance. Because page two was a single sheet, light came through; and this page was difficult to read. On the inside pages the column positions were reversed in importance, with the extreme left-hand column or columns occupying the primary role. The reason was logical, and advertisements had taken over the choice right-hand side of the pages.

Headlines are another criterion for evaluation. Charles H. Brown of the Pennsylvania State College stated that "most criticisms of newspapers for sensationalism stem from the headlines."⁸ Sensationalism may be too harsh a word when applied to a community paper. Perhaps definitions such as "homey, sympathetic, or non-committal" are more appropriate in describing the headlines of the Democrat under study here.

Gerald W. Johnson, an expert newspaperman formerly on the Baltimore Evening Sun, gave an excellent generalization of what a newspaper should be. He wrote:

The first aim is popularity, especially with people who are in a position to advance the newspaper's fortunes. It requires the publication of news that will be agreeable to the paper's clientele, or the publication of disagreeable news in such a way as not to offend the sensibilities of the clients more

⁸Ibid., p. 155.

than necessary. People who are able to contribute materially to a newspaper's fortune must themselves be fairly prosperous, so that the frankly commercial newspaper is ordinarily one that appeals to the well-to-do middle class.⁹

Granted Johnson's statement sounds cynical; it is a truism that cannot be ignored. However, in a community where there is only one paper, a paper which seems to belong to the people, commercialism is not so important. More pertinent would be the criterion: Is one's paper boosting one's interests, one's institutions, and does it help in one's daily lives? Neither could the yardstick "crusading newspaper"¹⁰ be used. In a small community no great issues, with the exception of politics in campaign years or even "juicy morsels of scandal", hold the readers' attention very long. Variety and "doings" of neighbors seem more important as attested by the length of "Local News" columns found in community papers.

Most literature concerning criteria of newspaper evaluation emphasized the relationship between the reader and the paper as proved by the popularity of "Letters to the Editor." In small neighborly papers these "Letters" are generally very intimate in subject matter. In political

⁹Gerald W. Johnson, What Is News? (New York: Alfred A. Knopf, 1926), p. 51.

¹⁰Ibid., p. 79.

years the tenor of the "Letters" may become vociferous and heated toward one candidate or against another. However, for the most part, these "Letters" usually call attention to some need or are congratulatory in tone.

This review of newspaper evaluation cannot ignore the impact and advent of photographs, which are generally used in a favorable manner. Pictures, which are now an integral part of most community-type papers, will be dealt with in their place as connected to the Watauga Democrat and Appalachian State Teachers College in subsequent chapters.

It is seen from the foregoing paragraphs that the criteria for the measurement of a newspaper's worth and contribution are based on the following conditions:

1. A front page story must be the "cream of the news."
2. The headline introducing a story should be terse and "interest-rousing."
3. The story must not propogandize nor editorialize.
4. The headlines must not be misleading.
5. Selection and omission of news is to be avoided.
6. News should not be colored, distorted, nor "played down."
7. Writing style should conform to the best ethics of journalism.
8. The news policy should be consistent with the best interests of the community and its institutions.

9. News stories should be placed in accordance with their worth.
10. "Letters to the Editor" should be fairly presented and allowed the utmost freedom within the bounds of good taste.

Thus the interpretation of the relationship between the Watauga Democrat and Appalachian State Teachers College must take into account all the criteria so far reviewed. Certainly a close examination of the Democrat must be made to understand its position in the community. A survey of its educational consciousness may well contribute to the understanding of the Democrat's "news policy."

For the main body of this thesis, the principal literature used was, of course, issues of the Watauga Democrat during the years 1898, 1899, 1903, 1925, and 1929. These were the years which saw the formation of Watauga Academy and its growth. In the Democrat one may trace the rise of the Academy and note how this newspaper publicized the formation of a four-year college, Appalachian State Teachers College.

The writer attempted this analysis beginning with the early history of journalism in Watauga County. The study also reviewed the statement of policy made by the editors in the years covered and their adherence to their words. From the above, a coherent picture emerged, showing the press-school relationship between the Democrat and Appalachian State Teachers College.

CHAPTER III

THE WATAUGA DEMOCRAT

The Watauga Democrat was first published in 1888. It was one of three papers that were launched in Watauga County in the late nineteenth century. In 1913 another paper, the Watauga News made a short appearance, but the Democrat outlasted all competitors.¹

The first to speak for the citizens of this remote northwestern county, Watauga, was the Watauga Journal. It began publication on November 17, 1887. John Preston Arthur, a western North Carolina author, said in his History of Watauga County,

The Watauga Journal was the first paper in Boone; was started by a man named McLaughlin, of Mooresville, and was Republican in politics. McLaughlin left and went to Johnson City, where he became chief of police.²

McLaughlin's paper was succeeded by the Watauga Enterprise, also Republican in sentiment, edited and published by Judge L. L. Greene and Thomas Bingham during the Harrison campaign. Both Judge Greene and Bingham were Boone citizens. After Harrison was elected, the paper suspended operations.³

¹Watauga Democrat, July 7, 1938, p. 1.

²John Preston Arthur, History of Watauga County (Richmond: Everett Waddey Company, 1915), p. 157

³Ibid.

In July of 1888, the first issues of the Watauga Democrat were circulated. True to its name, the paper was organized as a voice of the Democratic party in Watauga County.⁴ Joseph Spainhour, who was a lawyer and a commissioner of Watauga County during 1890-91, and who served as state's attorney for the district, was the founder and publisher.⁵ Associated with Spainhour briefly was John S. Williams, another prominent Wataugan.

On July 4, 1889, D. B. Dougherty, father of the founders of Appalachian State Teachers College, D. D. and B. B. Dougherty, joined with R. C. Rivers, Sr. to buy out Spainhour. Approximately ten years later, Rivers in turn bought out D. B. Dougherty and assumed full control of the Democrat. The paper remained comparatively partisan until World War I began.

In 1913, the fourth and last newspaper in the last half century was started by Don H. Phillips, the son of J. H. Phillips of Sugar Grove. Within a year, publication of the Watauga News ended. And in 1938, it was reported in the Fiftieth Anniversary issue of the Democrat that Phillips was somewhere in Michigan still in the newspaper business.⁶

⁴Ibid.

⁵Ibid., p. 4.

⁶Ibid., p. 1.

Each of these papers had four pages. Their format was much alike in that the front page consisted mostly of reprinted editorials from major papers throughout the state and from neighboring states. Some of the urban journals from which the "hill country" papers extracted items were: the Asheville Citizen, The News and Observer, The Charlotte Observer, Georgia Dispatch from Atlanta, and even the Statesville Landmark.⁷

There were editorials on current events, together with the invariable patent medicine advertisements. There were good reasons for these weeklies to reprint comments and editorials from city newspapers. One reason was that the rural weekly papers were too far off the beaten path to get fresh, daily, and continuous news to form coherent and original summations of the events of the times. Thus to save space and to present to the reader the most possible, the publishers borrowed these editorials. The other reasons, such as lack of money on the part of mountain readers to subscribe to more than one paper, the inadequate transportation that would insure daily delivery, and the preference for more "at home" news are all understandable.

⁷Ibid.

The Democrat conformed to the pattern of the usual county weekly. Its front page contained mostly reprints of editorials and special columns. One such column was headed "From Our Washington Observer."⁸ This column was of course purchased from some professional newsman in Washington who reported "on the scene" for many small papers.

The second page contained editorials, "Letters to the Editor," factual fillers, large boxed advertisements called "displays" by "ad-men", and short two or three line advertisements sandwiched between editorials and articles. Important editorials usually started right below the box containing the publisher's name and date. This was at the extreme left. Not until the paper grew into a "six-pager" did the editorial page shift over to page four which had the backing of another page, therefore making reading easier.

Page three in a four-page issue was the important page prior to the changeover to a more modern format. Here, one would find the most widely read section containing most of the "Local News."

Today, the "Local News" columns are called the "Personals." But in the early days of journalism, short items

⁸Watauga Democrat, 1898-99, passim.

of area news, announcements, short editorial observation, endorsements, and even rumors were included in the columns headed "Local News."

An example of a short editorial comment was the observation concerning a report of a snow storm on February 20, 1898, which was accompanied by "thunder and lightning." The paragraph said, "This was a phenomenon which is seldom witnessed."⁹

Editorial endorsements were in the form of "urging the reader" to take advantage of opportunities. Occasionally a "plug" would be given to some favorite dentist or salesman.¹⁰

The back page, or page four, followed the established format. There were large display advertisements, filler articles, and short "Letters to the Editor" held over from the previous week's publication.

An example of a filler of interest found on page four of an 1898 issue of the Democrat was:

Commander Schley's Flying Squadron famous fleet signal has adopted as his fleet signal "Remember the Maine." He says this signal will make his men fight as American seamen never fought before.¹¹

⁹Ibid., February 24, 1898, p. 3.

¹⁰Ibid., 1898-99, passim.

¹¹Ibid., April 28, 1898, p. 4.

This review of the Watauga Democrat would not be complete without a glimpse at its editor-publisher, R. C. Rivers, Sr. A story carried by the Winston-Salem Journal, written by an unidentified admirer and reprinted in the Democrat July 11, 1929, stated:

R. C. Rivers Thursday celebrated his fortieth anniversary as editor and publisher of the Watauga Democrat, weekly paper published here. Mr. Rivers published his first issue of the Democrat on July 4, 1889.....

During his forty years of mountain journalism, Mr. Rivers has had a career as colorful as can be imagined, perhaps by any county editor in this part of the state. In the early days he set every line of type by hand, often working by an old oil lamp set on the type case. Without help of any kind, he did not have time to write his copy before he set it, but composed his stories as he set them in type. No word went on paper before it was printed.

The paper was printed on an old Washington Press, which printed one copy at a time on only one side. Each sheet had to be laid on the form by hand, the lever was pulled and then the sheet had to be removed by hand.

Often, Mr. Rivers had to have his newsprint brought from Lenoir on horseback, when the roads were impassable for vehicles. And sometimes when the wagon was stranded somewhere between Lenoir and Blowing Rock, he had to meet it on horseback and bring up enough paper for one edition, leaving the driver to make his way to Boone before the next week's edition was to be printed.¹²

R. C. Rivers, Jr., the present editor of the Democrat, confirmed the story in an interview with the writer. He said,

¹²Ibid., July 11, 1929, p. 4.

Circulation then was about four hundred copies. The paper came in packages of about five hundred instead of the rolls that we have now. So it was fairly easy for him to carry two packages at a time on horseback. That was enough for two editions.¹³

With his brief history of the Watauga Democrat to serve as a backdrop for this study, the next logical step will be to set the scene for the appearance of Watauga Academy, the parent institution of Appalachian State Teachers College, and to show how the Democrat assisted in the birth of the Academy.

¹³Statement by R. C. Rivers, Jr., personal interview, February 5, 1961.

CHAPTER IV

WATAUGA, 1898: A COUNTY WANTING EDUCATION

The people of Watauga County entered the year 1898 with the feeling that education was a "must" for their area. Although the voices of those who were interested in education were almost drowned by the louder babble of state politics, arguments "pro" and "con" for the annexation of Hawaii as a territorial possession, and rumors of war with Spain, the demands of the people for schooling still filtered through.

In politics, President McKinley was being condemned and praised, depending on which party was talking or writing. In state government, the last vestige of "Black Republicanism" was being challenged with vociferous hate literature aimed at the Negro. The annexation of foreign islands with lava soil as a territory held the attention of everyone, including the taciturn mountain men. One such man was J. W. Todd of Jefferson, who objected to the annexation of Hawaii, because he thought those "foreigners" should be left to themselves.¹

The Watauga Democrat, the voice of the people at that time, took editorial space to protest the annexation of Hawaii even when space was important for reporting the

¹Watauga Democrat, January 6, 1898, p. 2.

rumors of war with Spain. News of Hawaii reached quickly when the battleship, Maine, was sunk in Havana harbor, precipitating the Spanish-American War.

Despite internal and external politics and war, the Democrat faithfully recorded the activities of the people and their interest in education.

Some of the incidents of the year 1898 were reconstructed from articles that appeared in the Democrat and some of the currents then swirling in the field of education were identified.

On January 6, 1898, the Watauga Democrat reported in its "Local News" that B. B. Dougherty, a teacher at Holly Springs College, which was across the border in Tennessee, made a "flying trip" to Boone, Globe, Lenoir, Trade, Zionville, and back home to Butler during the holidays.² The Watauga County rural schools were in recess during the holidays. They had been concentrating on an intensive program since the ending of harvest the year before and had only a little time left before spring brought planting chores again. Those schools were: Lookabill, Soda Hill, Ben Greene, Tugman, and Green Valley; the Skyland Institute in Blowing Rock; and the Cove Creek Academy.³

²Ibid., p. 3

³John Preston Arthur, History of Watauga County (Richmond: Everett Wadley Company, 1915), pp. 249-53

The last three institutions names were private schools and as such, had regular sessions which began in the late fall and ran through late spring with the appropriate vacations. The county schools, often held in the homes of obliging citizens from whom they got their names such as "Lookabill School," opened at the end of harvest and closed as soon as spring planting began. These schools also had recesses during Christmas and other holidays. These "home" schools were one-room and one-teacher schools and had no planned or coordinated curriculum. The wide disparity led to dissatisfaction and the demand for better schools. Thus the county people were willing listeners to the persuasive arguments of B. B. Dougherty, who talked about education at every opportunity.

B. B. Dougherty was not content just to teach at Holly Springs College. He was active in writing many articles on history. The Democrat cooperated fully by printing on January 20 the first in a series of articles, giving it full credit by placing it on the all-important editorial page.⁴

Other teachers in the county were not idle. Taking time from routine classroom responsibilities, one teacher (unidentified) wrote to the editor of the Democrat, pleading

⁴Watauga Democrat, January 20, 1898, p. 2.

for the improvement of Watauga schools and pointing out their deficiencies. This teacher stated that there were "incompetent teachers" who, because of poor training, could not even teach lower grades. Turning to the teachers he observed,

I am a friend to all the teachers, but brother teachers, don't you think it is your duty to prepare yourself for the great and responsible work you have chosen?⁵

The author of that "Letter to the Editor" concluded with a complaint about poor attendance and recommended that there be a law passed providing for a two-thirds (eight months) school term.

Concern about schools was not confined to teachers; the citizenry also expressed their opinions. A Democrat reader, J. J. T. Reese, was worried about the spread of measles at Beaverdam school which was headed by A. J. Gambell, and attributed it to the crowded school room.⁶

The Watauga Democrat, true to its role as a platform for public discussion, gave the best possible space to "Letters to the Editor," especially when they concerned education. One such letter dated April 14, 1898, was placed on the main editorial page. It was a letter pleading

⁵Ibid., February 10, 1898, p. 3.

⁶Ibid., February 17, 1898, p. 1.

for larger school buildings. The author of the letter was M. H. Norris of Rutherford, who had taught for six years in Watauga County before leaving the profession. The arguments Norris gave for larger school plants were: that "small space ill ventilated...weakens the pupils' power to study," that "it diminishes the teacher's power to preserve order," and that "it renders it difficult to have commencement exercises." Norris ended his letter by saying:

I think it very beneficial to hold some kind of public exhibition at the close of the term; occasionally at least...I know it is a lasting benefit for a child to act upon the stage before an audience.⁷

Adding to the general pressure towards higher education was a "Letter to the Editor" from "A Subscriber." Its message was felt to be so important by Editor D. B. Dougherty that he placed the anonymous letter under the main editorial of the week. The letter read:

It is to the young men and young ladies that the following is intended.

With many facilities that are at the command of those who wish to obtain an education, the many fine colleges and other institutions, there is no cause for any young man, however poor he may be, to remain in the dark recesses of ignorance....I hope to see some of the bright boys and girls grasping an education so that in the future they may make their mark in the world....⁸

⁷Ibid., April 14, 1898, p. 2.

⁸Ibid., March 24, 1898, p. 2.

Interest in education was high in Watauga County. Evidently B. B. Dougherty thought so because he invited Wataugans to the Holly Springs College commencement through the Democrat. The invitation was printed as a separate story, headlined in eight point type, "HOLLY SPRINGS COMMENCEMENT."

The commencement exercises of Holly Springs College come off May 5-6.

Thursday May 5th, the baccalaureate sermon will be preached by Rev. F. W. Thomas of Lenoir, N. C. On the night of the 5th, there will be a debate, orations, and essays. Friday there will be the graduating exercises, and short speeches from members of the Alumni. Concert at night.

We cordially invite all our Watauga friends to be with us.⁹

Subsequent issues of the Democrat bore out the effect of the invitation. Wataugans who did attend the exercises were duly mentioned in the "Local News" columns.¹⁰

Interest in education throughout the area of the Democrat coalesced into resolution and action. In the same issue reporting the Holly Spring College commencement was an announcement concerning the possibility

⁹Ibid., April 28, 1898, p. 3.

¹⁰Ibid., May issues, 1898, passim.

of a new school opening in Boone. G. P. Jones, "a teacher of much experience...thinks of opening here about May 15th..." read an editorial comment in the "Local News" column. It continued,

Beyond question we have the best opening for a school the year around to be found, and our people are of the opinion that Professor Jones is the man to run it."¹¹

On May 19, 1898, another editorial announcement was made on page three that "Professor Jones opened school here last Monday." The editor urged readers to notice the advertisement about it in the same issue. The advertisement appeared on page two, the editorial page. It read:

WATAUGA HIGH SCHOOL

Prepares students for College or Business

SPECIAL BUSINESS COURSE
SPECIAL TEACHERS COURSE
SPECIAL PENMANSHIP COURSE

Thorough, up to date and first class in everything undertaken.

Tuition very low.
Good board can be had at \$6.00 per month.¹²

Judging from the enthusiastic editorial in the following issue on May 26, 1898, the school was well received.

¹¹Ibid., April 28, 1898, p. 3.

¹²Ibid., May 19, 1898, p. 3.

D. B. Dougherty wrote:

The school in Boone is to say the least progressing better than any of us had hoped for so soon in the session. There are now 35 in regular attendance, and the number is increasing daily. The fact is, our teacher is the right man in the right place, and under his management the school is bound to be a success.¹³

Flushed with the early success of a "high school" in this remote mountain area, expansion followed quickly as attested by this announcement in the Democrat:

Attention, Teachers! Prof. G. P. Jones asks us to say that he will, with other professors conduct a Normal School in Boone for the benefit of teachers beginning July 11, '98 and continuing 4 weeks. Teachers and prospective teachers would do well to correspond with him at Boone, N. C.¹⁴

Even after the above announcement, there was no change in the weekly advertisement (see page 29) by the Watauga High School under Jones. The advertisements ended in the October 6th issue with no explanation. More about Jones was heard at a later date.

The editorial urgings in behalf of its institutional advertisers were not confined to local schools. Both Trinity College (now Duke University) and the North Carolina College of Agriculture and Mechanic Arts at Raleigh, (now North Carolina State College of the Greater University of

¹³Ibid., May 26, 1898, p. 3.

¹⁴Ibid., June 9, 1898, p. 3.

North Carolina), were given free publicity. The following are good examples of Dougherty's approaches:

We invite attention to the advertisements of the North Carolina College of Agriculture and Mechanic Arts. This institution has just closed its most successful session...it had students from Northern states, from Japan and Brazil and its young graduates are in demand.¹⁵

And in behalf of Trinity College, Dougherty said:

It is now the largest endowed college for whites in the South. Students studying law at Trinity will have the advantages of all the courts and the influence of one among the strongest bars. Write for a catalogue.¹⁶

For Holly Springs College, the nearest to Boone, Dougherty wrote:

Prof. D. D. Dougherty of Butler, Tenn. passed through town on his way to Jefferson this week. He says that the College opens Aug. 8. He is greatly encouraged over the prospects of the coming year.¹⁷

The education news was not all tranquil and harmless during 1898. The scholastic calm was ruffled and blown quickly into a storm by the "School Chart Fraud," a purchase of maps by committeemen which was sanctioned by the County Supervisor of Schools, J. B. Johnson.¹⁸

Without warning, on August 11, 1898, the leading

¹⁵Ibid., July 7, 1898, p. 3

¹⁶Ibid.

¹⁷Ibid., July 28, 1898, p. 3.

¹⁸Ibid., August 11, 1898, p. 2.

editorial of the Watauga Democrat lashed out against "a scheming salesman from the State of Illinois and our County Supervisor of Schools." The charge was that "through a lot of gas, these two were trying to drain our public school funds almost to the very dregs" by selling cheap charts (maps) for five times their worth.¹⁹

According to the article a salesman from Illinois, supported by Johnson, had visited committeemen in charge of school districts and had sold "charts" (maps). Since each committeeman was allotted a sum of money held by the county treasurer for use in the district, upon which he could draw, the committeeman gave a voucher for his purchase. The salesman then presented the voucher for payment in cash.

The furor arose when it was discovered that the true value of the "charts" was only \$7.00 each. There had been "about seventy" of these "charts" sold at \$38.50 each. A profit amounting to the "large sum of \$2,213." was realized. The salesman was reported selling the vouchers at a discount to get cash and move rapidly out of the area. Therefore, the County Board of Education ordered the county treasurer not to honor the vouchers as they were entirely "fraudulent." Dougherty closed his editorial saying "the law has been most

¹⁹Ibid.

grievously violated by our supervisor in aiding the sale of these charts."²⁰

The "Chart Fraud" took on even more serious aspects when this item was printed in the Democrat:

It is rumored that the Elizabethton Bank, Tenn., has bought several hundred dollars of these vouchers, and, of course, they must be paid or a law suit will follow....²¹

However, subsequent news in the Democrat failed to confirm the dire predictions.

The local scandal must have been discussed before the paper had gone to press. In the same issue "A Correspondent" had his say:

...If there is any money that ought to be guarded, well kept, carefully handled and economically managed, it is the money dedicated to the educating of our boys and girls....Suppose you grant that the charts are a good thing--and this is to be seriously doubted--then the county could not afford to buy them. Many good things ought not to be bought by poor people. Because a thing is good is no reason why the children's money should be spent for it. Our schools are too short anyway. We need longer schools, more books, better houses before we ought to buy charts....²²

As mentioned earlier, this was a time when state politics were uppermost in most Wataugans' minds. Therefore, it was not surprising to see the laconic editorial comment:

The "School Chart Fraud" is now the main topic of conversation, that is, when the candidates are not

²⁰Ibid.

²¹Ibid

²²Ibid.

occupying the floor.²³

The scandal reached its climax during the week following the disclosure of the chicanery. The August 18 issue announced that by the request of the Board of Education, J. B. Johnson had been asked to resign his position of County Supervisor, and that G. P. Jones had been appointed to fill the unexpired term. At the end of the announcement came this short editorial comment:

These men passed through with lightning speed and the damage was done before anybody but the ones connected with the sale of these bogus vouchers knew anything about it...the appointment of Prof. G. P. Jones as his successor will, no doubt, meet the approval of our people.²⁴

Public comment in the same issue was critical not only of the County Supervisor, but also of the administration. An anonymous writer stated:

Who is to blame for the condition public schools of the county are in?...This is another sample of putting men into office who are wholly unqualified for the duties thereof.²⁵

Jones lost no time in reorganization. Since most of the charts were paid for by vouchers which could be converted into cash, the Board had warned teachers not to receive

²³Ibid.

²⁴Ibid., August 18, 1898, p. 2.

²⁵Ibid., p. 3.

any charts and banks not accept the vouchers. Meanwhile, Jones began to organize the teachers of the county by issuing a call for a meeting for the purpose of forming a "Teachers Association."²⁶

The teachers met on September 3, 1898. Sometime later the proceedings were published by the Democrat.

A Teachers Association was formed and Prof. G.P. Jones was named president. W. J. Farthing was elected vice-president, and D. J. Cottrell was chosen secretary. Two committees were appointed. One committee was to draft a constitution. The second was to select the subjects for discussion at the next meeting. The subjects chosen were: "How shall we best secure the attendance in our public schools?" and "Is a teacher justifiable in resorting to corporal punishment?"²⁷

The year 1898 closed without much further furor over education. Watauga High School closed its doors, and no more advertisements appeared after October 16, 1898. G. P. Jones dropped out of the news. No records remain to show what happened to him.

A straw in the wind of things to come appeared in a short item in the "Local News" column on September 8, 1898,

Messrs. B. B. Dougherty of Boone, Arthur Hardin of Sutherland, and Shober Rogers of Deerfield left last week for Chapel Hill, where they will remain during

²⁶Ibid., August 25, 1898, p. 3.

²⁷Ibid., September 15, 1898, p. 3.

the ensuing term. Truly our young men are awake on the subject of education.²⁸

Of B. B. Dougherty more was heard in the news during the year 1899, and of the fortune of education in Watauga County.

In summation, one could say that the year 1898 brought to a head the desire for better educational facilities and for better administration. After Jones opened the "High School" in May, it was most probable that its success caused much discussion concerning education in the "hill country." This may have prompted B.B. Dougherty, who was teaching in Tennessee, to write a letter comparing the Tennessee schools with those in North Carolina. Dougherty stated that in Tennessee pay was from \$25 - \$50 a month more, that there were school systems varying from four-to eight-month terms, and that scholarship was higher. He said of North Carolina schools:

It is true that it would be difficult to add studies to our list unless we had more money to better teachers, a more regular attendance, and more encouragement from parents to teachers.²⁹

This letter could have been a trial balloon. Obviously, such a letter would cause comment, and favorable comments may have motivated B. B. Dougherty to go to Chapel Hill for further study with participation in Watauga County

²⁸Ibid., September 8, 1898, p. 3.

²⁹Ibid., July 14, 1898, p. 2.

education as his goal.

The "Fraud" served to bring the public closer to the realization that higher standards had to be met in administration. More preparation and education for teachers, for the general public, and for the young people became increasingly important.

The teachers awakened by the "Chart Fraud" in their midst realized that they had to organize so that in the future they could know what was going on in their field and could act in concert. Therefore, Jones' appeal to form a teachers association met quick approval.

Thus Watauga County and Boone became the focal point for educational advancement. And the Democrat kept the interest from waning.

CHAPTER V

THE ACADEMY COMES TO WATAUGA

The new year of 1899 brought a new editor, publisher, and owner to the Watauga Democrat. As of January 1, 1899, R. C. Rivers, Sr. took control of the paper. D. B. Dougherty, in the lead-editorial on January 5, relinquished the reins which he had held for ten years, with only the best wishes for the new editor.¹

The first official statement of what the Watauga Democrat would stand for in the future, as envisioned by Rivers, was announced in the lead-editorial of January 12, 1899.

The present management will look first to the local, or county work for that is one of its main missions; then to state and general news, and last but by no means least, it will ever be in the hottest fight, when needed to defend the principles of Democracy.²

True to his word, Rivers changed the format of the Democrat to conform to his ideas. Instead of the entire front page being saturated with editorial reprints, an attempt was made to feature current news. One such item concerned the Concord Presbytery where three ministers drew up a protest against the Mormon missionary work in the

¹Watauga Democrat, January 5, 1899, p. 2.

²Ibid., January 12, 1899, p. 2

state.³ The important local news still appeared on pages two and three, as they were last to be set in forms to be printed on the Washington Press owned by the Democrat.⁴

The Democrat lost none of its home-like flavor with the transfer of ownership. There were still chatty letters being printed such as the one from I. W. Thomas of Lenoir, North Carolina, that ended on the following note:

Well, maybe I ought to ask pardon for writing in this personal way, but somehow I feel like I am writing or rather talking to personal friends when I write to the Democrat, hence my familiarity and personality....⁵

And one could still get a subscription to the paper by bringing "a few bushels of Irish potatoes," although one was warned to "be sure to come early and avoid the rush."⁶ According to R. C. Rivers, Jr., this method was used well into the depression years of the 1930's. "We used to re-sort the potatoes into their grades and sell them for a few cents above cost to the wholesaler. That way we sold papers and didn't put any hardship on any one family," Rivers said in an interview with the writer.

Editor personality and closeness to the reading

³Ibid., April 27, 1899, p. 1.

⁴Statement by R. C. Rivers, Jr., personal interview, January 16, 1961.

⁵Watauga Democrat, January 19, 1899, p. 2.

⁶Ibid., March 23, 1899, p. 3.

public were certainly shown by the following paragraph in the "Local News" column on July 26, 1899:

The Democrat has been gotten out this week under rather trying circumstances as we, that is the editor, publisher, typo, devil, and man-of-all-work about the office combined in one, has had his hands rather full. Aside from performing all the above functions, we have, when not otherwise engaged, "waited on" two brick masons, who are repairing the Democrat building. All of the circumstances considered, it does right well, doesn't it?⁷

But returning to education in Watauga and the Democrat, the echo of the "Chart Fraud" could still be heard. The County Board of School Directors (the natural outcome of the Teachers Association begun by G. P. Jones) reaffirmed the August 15, 1898, resolution that vouchers for the "charts" would not be honored. They stated, "The present Board will oppose to the last payment of all such outstanding vouchers." The Board also elected T. P. Adams of Boone as the new chairman at the meeting held in early April of 1899.⁸

The County Board of Education also had its troubles. The General Assembly had passed a new law doing away with the Board in all counties. Rivers commented thus:

Now comes the fun. The new school law is to be tested in the courts. The county school officers are not willing to give up their positions. Some of them have already written to Raleigh saying that they will

⁷Ibid., July 26, 1899, p. 3.

⁸Ibid., April 13, 1899, p. 3.

not surrender when the new law goes into effect. The new law goes into effect in April, does away with the County Board of Education and as these officers are elected for three years those now in office have held office only two years. They contend that the act is unconstitutional and that they cannot be put out. Now for it....⁹

What happened later was not important enough to the study to warrant going into it further. At any rate, no mention appeared in the subsequent issues of 1899, which was the year important to this study.

Other notes in the "Local News" columns about schools showed the interest the community had in education, notes like these:

Prof. L. M. Farthing will open a summer school at the Sutherland Seminary on May the first. Special instruction will be given teachers in the common school branches, pedagogy, and psychology....¹⁰

Powell E. Harmon, son of Elisha Harmon has returned from Taylorsville where he has been in school....He brings with him the highest medal...for best general progress....Watauga boys are given to such tricks.¹¹

Returning to the beginning of the year when R. C. Rivers, Sr. took over the Democrat, this paragraph appeared in the "Local News" column on January 19, 1899:

It is rumored that two educators of no small worth, are thinking of opening a high grade school in Boone. This, if true, is indeed encouraging, for there is nothing we need worse. The gentlemen are pushers and if they undertake it, they are sure to succeed. We

⁹Ibid., March 30, 1899, p. 3.

¹⁰Ibid., June 8, 1899, p. 3.

¹¹Ibid.

trust they may.¹²

Nothing more was printed about the "high grade school" in subsequent issues. It was not clear whether this was a self-imposed censorship or that Rivers had been asked not to print anything more until plans for a school were more complete. It is probable that the citizens of Boone knew that the Dougherty brothers had something in mind. Except for a short item about B. B. Dougherty at Chapel Hill, the brothers were conspicuously absent from weekly news items. B. B. Dougherty had written:

We get very good board at Commons Hall. They furnish oatmeal, eggs, fish and very good bread. The butter is not made of cream. This is where every one looks out strictly for himself.¹³

In the June 1st issue of the Democrat, announcement came that

B. B. Dougherty is expected home from the same institution (Chapel Hill) this week. By the way Blan will bring his diploma with him on his return. He now has diplomas from two colleges.¹⁴

Two weeks later Rivers again teased his readers, just as he did when he "rumored" about a "high grade school" in January. He wrote:

We hope that in our next issue we will be able to

¹²Ibid., January 19, 1899, p. 3.

¹³Ibid., January 5, 1899, p. 4

¹⁴Ibid., June 1, 1899, p. 3.

give some news that is of more importance to the welfare of our town and county at large, than anything that could happen in our midst. But for fear the enterprise should fail we refrain from giving any particulars this week.¹⁵

It was to be a long wait.

Meanwhile, there were other developments on the educational scene. County Superintendent of Schools L. H. Michael made it known that Charles D. McIver of State Normal and Industrial School at Greensboro would hold an "Institute" in Boone on July 17. The information came from C. H. Mebane, State Superintendent of Public Instruction.¹⁶

A week later McIver's "Institute" was reported to have been postponed until August 15th. The new announcement came from B. B. Dougherty, who had replaced Michael as Superintendent of Schools.¹⁷

Finally on Thursday, July 13, 1899, came the long awaited announcement about the "two educators of no small worth" who were thinking about opening a "high grade school" in Boone:

We are indeed proud to be able to state that we are to have established here in the near future a school of high grade. The question of erecting a good school-building has been agitated here for the past few weeks, and on last Saturday a meeting of those

¹⁵Ibid., June 22, 1899, p. 3.

¹⁶Ibid., July 6, 1899, p. 3.

¹⁷Ibid., July 13, 1899, p. 3.

interested was called, and the handsome sum of one thousand dollars, which is the principal part of the amount wanted, was raised for its erection, and we can now state positively that the school is a certainty. The building when completed will be the best one by far that has ever been built in the county, and will be a thing of beauty, and, we hope, a joy forever. Trustees have been appointed, and an industrious building committee is at work, and it is hoped that the house will be ready by October 1st. The building will be erected in the grove near D. B. Dougherty's mill and the site is lovely. Professors D. D. and B. B. Dougherty will have charge of the school, this fact alone being enough to insure its permanent success. It will not be a local affair, but a boarding school that cannot be surpassed by any county in this section as to educational advantages, etc., and it is the intention of the Professors to bring to this school young men, boys and girls from all the surrounding country.¹⁸

The above long editorial occupied a prominent position on the editorial page. It was joined in content in the "Local News" column of the same issue in which Rivers added:

Boone is certainly on the upward move at present. Our splendid new school building and neat as well as roomy boarding house that is to be erected in close touch with the school are to be pushed to completion as rapidly as possible, and various other improvements will be made during the summer, in the way of building, repairing, etc., that will add much to the appearance of our lovely little village.¹⁹

As with many ambitious plans, snags developed. The new school, which was not yet named, would have to

¹⁸Ibid., p. 2.

¹⁹Ibid., p. 3.

open in the "old academy" building. The exact opening date was not set. The previously announced "Institute" to be conducted by McIver was to tie in with the start of the new school. And a reminder was given in the "Local News" column on July 26, to the effect that "those who intended going, and are from a distance, would do well to make their arrangements at an early day."²⁰

Public reaction to the new school soon came. Rivers reported, "Several good citizens are talking of moving their families to town to get the benefit of our school. That's the idea. Come right along."²¹ He continued his running report on the progress of the school in the same issue, saying,

Considerable work has been done on the grounds for the school building, and much of the lumber is sawed. It is indeed gratifying to note the interest taken by the people at large in this enterprise, which insures the success of the school beyond question.²²

Continuing the publicity build-up for the new institution, Rivers announced the opening date of the school with more promotion in his August 10th issue:

Dr. McIver begins the Normal here Tuesday, the 15th inst. Can any one who expects to be an up-to-date teacher afford to miss this opportunity? On

²⁰Ibid., July 26, 1899, p. 3.

²¹Ibid., August 3, 1899, p. 3

²²Ibid.

Saturday he wants all who are interested in education, to be present, as he will deliver an address on that occasion.

The school will begin here about Sept. 1st. All who expect to attend school should make arrangements. Board can be had for \$6 per month, and tuition correspondingly low. Therefore ours will be the best and cheapest school in this mountain country. One of our teachers is a graduate of Wake Forest College and the other of the University of North Carolina, and as was said by a very scholarly gentleman a few days since, they have but few if any equals in the Western part of the State in point of building, teaching, and governing a school. We are glad indeed that a great interest is being manifested in behalf of the school all over the country.²³

The Watauga Democrat and its editor kept up the flow of reminders and publicity for the school and the feature speaker, Charles D. McIver. The following excerpts indicate the enthusiasm:

Teachers...it is your imperative duty to attend. It is to be held expressedly for your benefit, and if you fail to be present you will do a great injustice to yourselves, and to the children who are looking to you for an education....²⁴

The Normal is a decided success. Dr. McIver came Monday, and on Tuesday at 11 a.m. the people of the town and many from the county together with teachers assembled in the court house to hear the opening address. Dr. McIver is a witty, logical, and enthusiastic speaker....²⁵

Both of the above paragraphs were in the "Local News" columns of the Democrat. The main editorial applause

²³Ibid., August 10, 1899, p. 2.

²⁴Ibid., p. 3.

²⁵Ibid., August 17, 1899, p. 3

was saved for the following issue, August 24, the same issue that printed the first advertisement of the new school. The advertisement was three columns wide, four inches deep, and was detailed in its information.²⁶

The full text of the leading article written by Rivers about McIver's speech summarized well the thinking of the people of the time:

The Normal school is over, but it is not a thing of the past, as there seems to be an educational spirituality among the teachers just now. Each day the interest grew as did the crowd. Dr. McIver gave a psychological outline of man-kind as follows: The intellectual, the physical and moral. He discussed all these points with much interest, learning and culture. As it was announced, a large and representative crowd was present to hear the address Saturday. It was then we heard an appeal for higher education of women such as we had never heard before. Well was it shown that they were capable of the highest education; that they needed it; that the State could do it more cheaply; that it ought to do it. Then we heard a strong appeal for the free school, and then Dr. McIver announced that he would give a lecture on the history of the political parties. In the afternoon the large and attentive crowd was glad again to fill the courthouse. An historical account of the parties that had put a President in the chair, was given from a purely unbiased standpoint. The school closed and everybody went home feeling more hopeful than usual. Much credit is due to Mrs. E. S. Coffey for the music she furnished.²⁷

Along with the advertisement and the lengthy editorial was another reminder under the "Local News"

²⁶Ibid., August 24, 1899, p. 3.

²⁷Ibid., p. 2.

column:

The first session of Watauga Academy opens Tuesday, Sept. 5th....Don't fail to investigate the merits of Watauga Academy if you have a boy or girl to put in school. Beyond question they cannot be surpassed in all this mountain section. The teaching in every department will be perfect, the morals of the community good and board low. What more can you ask?²⁸

Tuesday, September 5, 1899 passed. Two days later the Democrat commented:

The school in Boone opened with flattering prospects on Tuesday morning, and the principals expressed themselves as being highly pleased with the outlook.²⁹

Week by week the Democrat kept its readers informed. Of interest to the subscribers was the fact that D. D. Dougherty and his wife had moved to Boone into their new home. They had lived in Butler, Tennessee. It was also reported that Mrs. D. D. Dougherty had become the music teacher at the new Watauga Academy.³⁰

Obviously the new school had become well established when it was announced that "the young men of Watauga Academy" had formed a debating society which was to meet weekly and was to hold its first public debate at the courthouse" in the near future."³¹

According to the Democrat, Mrs. D. D. Dougherty did

²⁸Ibid., p. 3.

²⁹Ibid., September 7, 1899, p. 3.

³⁰Ibid., September 28, 1899, p. 3.

³¹Ibid.

not confine herself to teaching music at the Academy. She substituted for her brother-in-law, B. B. Dougherty, when he was called from his teaching to help with the construction of the new building because the work was falling far behind.³²

The cause for the delay in construction was revealed by items in the November 16th. and November 30th. issues which reported that the paint ordered for the building had not yet arrived,³³ and that "owing to a delay of lumber, work on the school building has been suspended for a short time, but will be resumed today."³⁴

The final paragraph of importance published on November 23, 1899, having to do with the birth of Watauga Academy said:

The school in Boone is certainly in a prosperous condition. There were ten new grown pupils entered Monday. Truly our people know a good thing when they see it. The enrollment now reaches more than a hundred.³⁵

Nothing further concerning the school was printed during the remainder of the year.

In recapitulation, one can see that 1898 was a year in which the need for education was brought out

³²Ibid., October 5, 1899, p. 3

³³Ibid., November 16, 1899, p. 3.

³⁴Ibid., November 30, 1899, p. 3.

³⁵Ibid., November 23, 1899, p. 3.

strongly by the Democrat which mirrored the opinions of the people of Watauga County of that day. When action was taken to set up a permanent educational institution in 1899, the Democrat entered into the picture vigorously and perhaps prematurely by reporting a "rumored...high grade school." Although it was months before concrete evidence of a "high grade school" showed up, the paper continued to hint and remark about educational needs. Finally, when it was certain, Rivers spared no space nor choice spot in his paper to promote the embryonic Watauga Academy. It is sufficient to say that this highly cooperative publicity paid off for the new school. The enrollment of over a hundred students in an advanced school as new and remote as the Academy bore testimony of the esteem of the people for education. Such, then, was the beginning of the institution that has grown into Appalachian State Teachers College.

There is no doubt that the torch of educational enlightenment and revival had touched Watauga County. The Dougherty brothers and R. C. Rivers and others saw it and fanned the torch into a blaze. There is a strong possibility that they had heard or had read about the great educational evangelist, Walter Hines Page, and had been influenced by his "The Forgotten Man" speech delivered at

the State Normal and Industrial School at Greensboro, North Carolina, June, 1897.³⁶

³⁶Ina Woestemeyer Van Noppen, The South (Princeton: D. Van Nostrand Company, Inc., 1958), p. 461.

CHAPTER VI

WATAUGA ACADEMY BECOMES APPALACHIAN TRAINING SCHOOL

Another step forward was taken by Watauga Academy in 1903. It became a state supported institution with the passage of the Newland Bill. Public clamor, support, and lobbying brought about the establishment of the Appalachian Training School.

To many this was the normal course of events. The Academy was overcrowded with more than one hundred students attending. The two-story Watauga Academy building was a frame structure containing three recitation rooms, two halls, a museum, and a small "apparatus" room on the first floor. On the second floor there were two other recitation rooms, a library, a printing office, and the auditorium. Plans for a second building of brick were contemplated but could not be realized until later.¹

The faculty had already expanded from just the two Dougherty brothers to include three additional teachers. They were J. M. Cheek, Miss Maude Harris, and Miss Lela Thompson. W. M. Francum of Blowing Rock joined the summer

¹Catalogue, Appalachian Training School, 1905-1906, passim.

staff in 1903.²

Thus, it was not surprising that the Watauga Democrat faithfully recorded all events concerning teachers, the school, and the students through the early months of 1903, and both directly and indirectly kept the problem of education before the people and sought to inform them of the progress being made by the newly-founded academy.

The year 1903 saw important events taking place beyond county, state, and national boundaries. There was disturbing news from the Philippines, Venezuela, and China.³ Battles between the Moros and American troops were still in progress in the hills of the Philippine Islands.

In North Carolina, Governor Charles B. Aycock, who had been elected on the platform of "better government, economic prosperity, and public schools,"⁴ had moved vigorously for universal education. Governor Aycock did not confine himself to advancement of education alone. He called for the building of a reformatory for "refractory boys."⁵

²Ibid.

³Watauga Democrat, January 8, 1903, p. 2.

⁴D. J. Whitener, North Carolina History (Chattanooga: Harlow Publishing Corporation, 1959), p. 213.

⁵Watauga Democrat, January 8, 1903, p. 3.

The Watauga Democrat endorsed Aycock by commenting, "Verily, this is one of the crying needs of North Carolina at the present time!"⁶ This was quite a change of social consciousness; the same paper had earlier advocated the return of the whipping post as "it would do away with the expense of feeding them [the prisoners] for months at a time in the county jail...."⁷

There were complaints about poor mail service between Boone and Lenoir.⁸ Editorial joy was expressed in the Democrat that prohibition had been accomplished under county option.⁹ A new telephone line between Blowing Rock and Boone (at the home of J. C. Horton) was cause for pleasant comment.¹⁰ Even the circulation manager (also editor-publisher, etc.) got in his mild boast:

Thanks to G. W. Hodges of Cheyenne, Oklahoma, and Richard Green of Cerrillos, New Mexico, (former Wataugans) for remittances of \$5 each to be placed to their credit on our books. Let others who are behind with us and living in the Western States follow the examples of these two gentlemen.¹¹

It can only be surmised that the Watauga Democrat

⁶Ibid.

⁷Ibid., June 8, 1899, p. 2.

⁸Ibid., January 15, 1903, p. 2.

⁹Ibid., March 12, 1903, p. 3.

¹⁰Ibid., August 28, 1903, p. 3.

¹¹Ibid., August 6, 1903, p. 3.

had readers west of the Appalachians who were interested in the events transpiring at home. For important events were happening that were to change the life of Watauga County. The Democrat told the story. It began with an editorial on February 19, 1903:

For the first time in the history of this section of Western North Carolina our people are asking for an appropriation from the Legislature, to be used in establishing a Training school for teachers in one of the extreme western counties of the State.... To say that this is a most urgent need is putting it very light, and when we say that our teachers are entitled to the recognition asked for in the Newland Bill, we only speak the truth and voice the sentiment of every individual in the counties interested. The schools of this kind in the State now in progress are practically worthless to our teachers, as they are not financially able, and if they were, they cannot stand the climate in Central or Eastern Carolina, during the hot summer months. We have the natural advantages in the mountains for a Training School, pure water, fresh air, cheap board, and, should the school be established, we predict that teachers from all over the State will flock here to spend the summer months in school in preference to attending a school of the same kind in Raleigh or Greensboro. The mountain people pay their taxes uncomplainingly, high as they are, and now they come in this hour of great need asking a small mite from the State Treasury for the further advancement of education in this remote region, and we earnestly hope that a deaf ear will not be turned to our supplications.¹²

At the time this editorial was being read, D. D. Dougherty and E. F. Lovill, both of Boone, were in Raleigh

¹²Ibid., February 19, 1903, p. 3.

arguing and lobbying for this bill.¹³ About two weeks later this short report was made by the Democrat:

The Newland Bill asking for the establishment of a Training School for the border counties of Western North Carolina was reported back from the Committee on Education "without prejudice" and the bill will be voted on by the house. Chairman Graham, it appears, opposed the measure, but a majority of the Committee favored it, and it will now be voted upon by the house.¹⁴

Good news followed quickly. On March 7, the Newland Bill was passed by the State Senate 25 to 12 after having passed the House by an "overwhelming majority." The announcement to Wataugans in the Democrat published March 12th. stated further:

The school is to be located in one of the following counties: Yancey, Mitchell, Watauga, Caldwell, Ashe, Alleghany, and it gives free tuition to all teachers of public schools in North Carolina. Two well-known citizens of each county compose the Board of Trustees, who will locate the school. Capt. E. F. Lovill and Mr. Moses H. Cone are Watauga's Trustees.

The bill provides that whenever an amount ranging anywhere from \$1,500 to \$3,000 by private subscription is secured, that an equal amount shall come from the State's Treasury for the plant; also \$2,000 per annum for running expenses of the school.

The trustees and county superintendents of the above named counties are to meet at the call of the State Supt. in Blowing Rock next May and organize. It really looks like business and mountain counties are being recognized at last. Mr. Newland--the papers say--made a magnificent speech in behalf of

¹³Ibid.

¹⁴Ibid., March 5, 1903, p. 2.

the bill--the most masterly effort made during the meeting of the General Assembly.

This means much along educational lines in the west. And we take this opportunity to thank the broad-minded men throughout the State for this little concession to our mountain teachers, who have worked so long under many disadvantages.¹⁵

Agitation and promotion began almost immediately for locating the new "Training School" in Watauga and at Boone with the Watauga Academy as the core. One "Letter to the Editor" dated March 3, which appeared in the April 2 issue of the Democrat, could be considered quite premature. The letter assumed both that the Newland Bill had already passed, and that the new school would be located in Watauga. I. W. Thomas of Boone wrote:

...I am glad Prof. B. B. Dougherty got an appropriation for a teacher's training school for our adjoining counties. I believe the idea originated with Prof. Dougherty...at any rate he was the first man I heard mention it. I hope the school will be well-located and do great good....¹⁶

Rivers encouraged readers' comments. In the April 9, issue of the Democrat, he asked, in the "Local News" column:

Will there be an effort made to locate the Appalachian Training School in this county? This is a matter of no small importance, and there is not

¹⁵Ibid., March 12, 1903, p. 2.

¹⁶Ibid., April 2, 1903, p. 2.

much being said or done about it. What do you say?

Mr. Moses H. Cone came up from Greensboro last week to his home at Blowing Rock. He was in the village Monday; took in our school plant at this place and expressed himself as being highly pleased with it.

Prof. Francum closed an eight months term of the Cone school at Blowing Rock on last Friday. Mr. Moses H. Cone, has been duplicating the county and State fund at that place for sometime, and despite his interest taken in education of the children in that neighborhood, we are told that the average attendance was not near as high as it should have been. Under the circumstances it would not be surprising were Mr. Cone to withdraw his funds from this benevolent undertaking, as his motto seems to be to help those who are willing to help themselves.¹⁷

In connection with the last item, Francum soon sought another school position. In May, he was reported "assisting in the Summer School at Watauga Academy"¹⁸

The interest shown by Cone resolved into a private communication to B. B. Dougherty. He wrote:

Referring to the recent act of the Legislature for the establishment of a training school for teachers in one of the counties of Alleghany, Ashe, Watauga, Wilkes, Caldwell, Mitchell, or Yancey, and to the meeting of the trustees of this institution, I have no doubt that these trustees will locate the school in one of these counties offering to subscribe the

¹⁷Ibid., April 9, 1903, p. 3.

¹⁸Ibid., May 28, 1903, p. 3.

most money towards the same....I would like to see the school established in Watauga county, and believe that Boone is the proper place for it. I think it would appeal to the citizens of Boone and Watauga county as being a sort of institution of learning, the establishment of which in their county will add much to the county's moral, intellectual and financial development. I believe the citizens of the county will contribute liberally towards it. If that is their disposition, I am willing to help towards securing the location of the same in the county and will subscribe \$500.00 towards the fund to secure its location at Boone, providing the citizens of Boone will subscribe \$500.00 and the citizens of the county \$1,000.¹⁹

In answer to Rivers' question, "What do you say?", one letter from B. F. Hargett seemed to have merited editorial page recognition. Others were probably filed in Rivers' roll-top desk as ammunition for future editorials. Hargett's appeal was based mainly on financial realities:

...And now for the Training School. I cannot see how Boone and Watauga county can afford to let the proposition of that noble, public-spirited man Mr. Cone, go unchallenged. I do not believe that our people have ever realized what this institution would mean for any locality. In the first place it means four or five thousand dollars spent in the erection of a suitable building, then two thousand annually from the State for the support of the school, and this will, in all probabilities, be increased to five thousand in a few years. Besides, a liberal estimate of the number of students from the seven counties would not be less than three hundred dollars. This would mean at least fifteen hundred dollars a

¹⁹Ibid., April 16, 1903, p. 2.

year in the matter of board bills....Then another great advantage would not only be in dollars and cents, but an institution of this kind will help to elevate the moral, social and intellectual standing of the community at large....I feel assured that Boone will give the five hundred dollars asked for, and I believe that there are one hundred teachers and students in the county who will give five dollars each and then, of course, the other five hundred will be raised easily....²⁰

Finally on May 15, 1903, the anticipated meeting to choose the location of the new "Training School" was held in Blowing Rock. As reported by the Watauga Democrat, State Superintendent of Public Instruction, J. Y. Joyner, was there to preside. E. F. Lovill was elected president of the Board of Trustees. His fellow officers were W. C. Coffey, treasurer; and B. B. Dougherty, "financial agent." Joyner spoke at some length on the importance of public education, and the bidding began in the late afternoon.

Although this story of the bidding was the news of chief interest for Watauga Democrat readers, it did not appear on the front page. Instead it was the leading editorial. It was usual in those times for news of great importance and of personal interest to the editor to be on the page closest to local readers. The report on the bidding was filled with editorial comments:

Prof. Y. D. Moore, supt. [Caldwell] offered Globe Academy, dormitories and grounds, valued at

²⁰Ibid., April 23, 1903, p. 2.

\$2,000, together with a good subscription, for its location in that highly favored section. He said that Globe was an ideal place--having as good a citizenship as there was in the State--and while he praised Globe very highly, no one thought he exaggerated. At the close of his remarks, Mr. Moses H. Cone, of Blowing Rock offered a contribution of \$250.00 provided it was located there [Caldwell].

Mr. E. S. Coffey made a ringing speech in behalf of Boone...tendering on the part of Watauga and Boone, \$1,500, and the free use of our handsome and commodious school property, until the Training School building could be completed. Mr. Cone then renewed his proposition and added \$500.00 to our list in favor of Boone. Mr. Cone has done much along educational lines and the people appreciate it to the fullest extent.

The good people of Mitchell county were represented by T. A. Love and J. Riley Pritchard, who tendered in the part of the county \$2,500 for the location of the school at Montezuma, and praises for those noble people for their interest in this great cause were on the lips of all.

Then the claims of Blowing Rock were presented by Mr. Joe B. Clarke, backed by a cool thousand in cash, for its location there, together with a beautiful site. Gaither Hall also made some timely remarks in favor of its location at the famous resort. Then it was that Mr. Cone again showed his great liberality and love for the cause by offering \$1,500, provided it was located there.

G. W. Robbins, of Shull's Mills, represented that section and was authorized to offer \$1,000 for its location on the upper Watauga, and C. D. Taylor, in behalf of the people of Valle Crucis offered a beautiful site containing 10 acres and \$300.00 cash.²¹

²¹Ibid., May 21, 1903, p. 2.

The final vote was for Boone, although there was one unidentified vote cast against Boone. Mitchell County cast its vote for its own location, Montezuma. Shull's Mills' offer was interesting because at that time it was a larger town than Boone and had a cafe, a beauty parlor, and a hotel. Its main industry was the Whiting Lumber Company which had a rail spur servicing it.

Citizens of Watauga County swiftly raised the money to meet the pledge. The Democrat appealed to the people in every issue after the Blowing Rock meeting. The editor promised to print the names of as many contributors as he could. The following was the first donation list published on June 18, 1903:

W. C. Coffey	\$100.00
D. D. Dougherty	50.00
B. B. Dougherty	50.00
Thos. Day	1.00
Miss Jennie Coffey	10.00
J. W. Farthing	25.00
J. B. Todd	10.00
J. F. Hardin	20.00
Miss Floy Cottrell	5.00
G. C. Greer	2.50
Cicero Greer	2.00
F. A. Linney	35.00 ²²

There were contributors from across the mountains for the Appalachian Training School. They were: W. A.

²²Ibid., June 18, 1903, p. 3.

Short, Helena, Arkansas, \$10.00; T. W. Keesee, also of Helena, \$5.00; T. W. Cowan and P. A. Cowan, both of Vicksburg, Mississippi, \$10.00 each; Ed S. Lovin of Linville, \$2.00; and the Wallace Brothers Company of Statesville, \$5.00.²³ And in Boone even the small contribution by W. J. Harmon of a fifty cent piece was acknowledged.²⁴

Public support must have been gratifying to those responsible; the students of Watauga Academy "subscribed \$130 and pledged themselves to the support of the executive committee."²⁵ The same committee had already issued an appeal to school teachers "to raise a sum of not less than ten dollars each to be used in the erection of the building."²⁶ Down the mountain, the editor of the Hickory Democrat commented on the fact that teachers' help had been enlisted and that "every lover of education in this section ought to contribute something."²⁷

On Independence Day in Boone, (the Honorable) R. Z.

²³Ibid., July 30, 1903, p. 3.

²⁴Ibid., September 3, 1903, p. 3.

²⁵Ibid., June 25, 1903, p. 3.

²⁶Ibid., June 18, 1903, p. 2.

²⁷Ibid., July 2, 1903, p. 2.

Linney of Taylorsville, proposed to the committee that he would give \$500.00 to the Appalachian Training School building fund if they would put an inscription over the door:

Learning the hand-maid of loyalty and liberty.
A vote governs better than a crown.²⁸

The offer was noted in the Asheville Citizen, and in an editorial, which was reprinted by the Democrat, Linney was called "the Eagle of Watauga", and the cost of the inscription was estimated at \$50.00 per word.²⁹ Today, this inscription can be seen, although it is slightly weather-worn, above the doors of what is now the Home Economics Building of Appalachian State Teachers College.

By July the construction of the new "Training School" was well under way. The Democrat began to follow the building activity. Readers knew on July 23 that

The Henry - Terry Company of North Wilkesboro has signed a contract for the brick work on the Appalachian Training School building and the work will begin at once. The structure is to be 96 X 70, and the auditorium will have a seating capacity of 1,000.³⁰

The next week it became known that the Henry-Terry Company was charging "\$8.25 per thousand" for bricks, and

²⁸Ibid., July 9, 1903, p. 2.

²⁹Ibid., July 30, 1903, p. 2.

³⁰Ibid., July 9, 1903, p. 3.

that "Wheeler and Runge of Charlotte" were "getting up the plans for which they will be paid \$50. The cost of the building is estimated at \$7,000."³¹ And of even more interest was the announcement that a Boone citizen, Jasper L. Winkler, had closed a deal with Henry-Terry Company for the clay to be used to make the bricks. The Democrat reported. "The brick will be made in the field near his residence. The price for the clay was 10 cts per thousand."³² There was little delay in the making of the bricks because the company imported five

colored laborers who are well up on brick making... and the brick machinery is running on pretty good time making on an average about 15,000 bricks per day.³³

Among the workers there was but one tragedy. The paper reported on August 13, that a Negro driver for the Training School contractors had died of a "violent attack of colic."³⁴ The man was from Wilkesboro.

The new Appalachian Training School opened nearly on schedule in September; however, the students had to use the old Watauga Academy building because the new building had not been completed. Finance was still a big worry even

³¹Ibid., July 23, 1903, p. 2.

³²Ibid., July 30, 1903, p. 3.

³³Ibid., August 27, 1903, p. 3.

³⁴Ibid., August 13, 1903, p. 3.

with two hundred dollars pledged by the county superintendent and teachers of Caldwell County, The Democrat had commented on the contribution saying, "It really looks that this school is to be 'of the people, for the people, and by the people.'..."³⁵

Even after the school session had opened, B. B. Dougherty found it necessary to write a "Letter to the Editor" which pleaded that pledges be honored because cash to the amount of \$1,300 was needed.

We certainly can raise this money; we ought to do it, we must do it. The load is heavy on a few of us. We are working with hands and heart and pocket books. Can't you help a little just now? We have 200 cords of wood to haul and a very good road to it. Men with teams could help wonderfully by hauling a part of this wood.³⁶

Administrative work went on. The first trustees' meeting was announced in the September 24 issue of the Democrat. The board of trustees named were: J. Riley Pritchard, Mitchell County; T. C. Bowie, Ashe County; F. P. Moore, Caldwell County; E. F. Lovill, Watauga County; and J. M. Wagner, Alleghany County.

There was another facet resulting from the location

³⁵Ibid., July 23, 1903, p. 2.

³⁶Ibid., September 10, 1903, p. 2.

³⁷Ibid., September 24, 1903, p. 2.

of the school in Boone, the financial benefits. In May, soon after the decision at Blowing Rock, this report appeared in the Democrat:

On last Saturday two pieces of real estate changed hands...others being considered....Mr. Hawkins O. J. Hawkins purchased the old Academy building and grounds. The house will be converted into a boarding house for the benefit of our schools.³⁸

And in June, this report of a more general nature in form of an editorial followed:

...People in moderate circumstances can buy a lot cheap in and around Boone, erect a cheap cottage and move here, and educate their children with much less cost than sending them away to college. It is expected that many of our substantial citizens will avail themselves of this opportunity to educate their children.³⁹

From the account thus far, it can be seen that the Watauga Democrat was whole-heartedly behind each step forward of the Watauga Academy which was only four years old. The paper prepared the citizens of Watauga County for the acquisition of a "Training School" in their county and campaigned for their financial support by making them realize their own needs. The Democrat cooperated fully with the Dougherty brothers by featuring their actions and communications on the valuable editorial page. Obliquely, it encouraged support by presenting in full, letters from

³⁸Ibid., May 21, 1903, p. 3.

³⁹Ibid., June 4, 1903, p. 2.

other citizen supporters not connected with the school campaign directly. Even when reporting the fait accompli of the new "Training School" being established at Boone, the Democrat editorialized. The paragraph about the bid by the representative of Blowing Rock is an excellent example of biased reporting in this writer's opinion. The speaker for Watauga made a "ringing speech in behalf of Boone," but the spokesman for Blowing Rock presented a "claim." And when Boone tendered \$1,500 in its bid, the "claim" of Blowing Rock was "backed by a cool thousand in cash." The only surmise would be that R. C. Rivers was biased in his effort to help to get the school for Boone and Watauga.

Appalachian Training School did get its financial pledges and moved on as an institution. With the passage of the Newland Bill, progress, even though slow, was inevitable as will be seen in ensuing chapters.

CHAPTER VII

WHAT'S IN A NAME?

Two days before Appalachian Training School opened in 1925, one of its greatest benefactors died. Edward F. Lovill, chairman of the Appalachian Training School Board of Trustees, died on January 3, 1925, at the age of eighty-three.

A two-column news eulogy complete with a large picture on the front page of the Watauga Democrat announced the sad event. Part of the story read:

...But above all the achievements of this beloved citizen, he prized most his connection with the Appalachian Training School. A bill he introduced into the Legislature and which he fought for so aggressively until it was finally passed, resulted in the holding of teachers' institutes in the state. This movement terminated in the establishment of the local institution, which stands with its magnificent buildings, and hordes of teachers from almost the four corners of the earth as a fitting memorial to our venerable benefactor. Captain was chairman of the Board of Trustees of the Appalachian Training School from its incipiency, more than a score of years ago until last Saturday morning, and personal business was never too pressing, nor his time so valuable, but that he would contribute as much of it as necessary to its needs.¹

Lovill passed from the scene, but his cherished school grew into further maturity. For in the same year as his death, Appalachian Training School became Appalachian

¹Watauga Democrat, January 8, 1925, p. 1.

Normal School.

The events leading to the decision of the General Assembly to change the name were duly recorded and publicized by the Watuaga Democrat. On January 15, 1925, the lead-story headline on column six, which is the extreme right-hand column on the upper fold, read:

LARGEST ENROLLMENT
EVER AT THE A.T.S.

And within the first paragraph of the story came the statement:

...Thirty new students came since the holidays, most of them in the college department, making the enrollment in that department now 109....²

The total enrollment of the entire school, including both the college department and college preparatory department reached 336.³

A few weeks later, on January 22, part of an interview with D. D. Dougherty was combined with a report on the financial worth of the school. Between 1921 and 1925, \$425,000.00 had been allotted to the school. The break-down was given in the story headlined:

²Ibid., January 15, 1925, p. 1.

³Ibid.

TRAINING SCHOOL SHOWS
MARVELOUS GROWTH

The table read:

Water system	\$ 20,000
Power plant	65,000
Central dining room	50,000
Dormitory	60,000
Demonstration school	65,000
Administration building	115,000 ⁴

(An additional figure of \$50,000 had been carried over from previous years and was not included in the itemized report, although the complete figure was \$425,000.00.) An excerpt from the interview portion read: "Prof. Dougherty did say, smiling, that we must work out a two-year college before we could think much about a four year college."⁵

In 1925 Appalachian Training School had enlarged the original grounds of the parent Watauga Academy which comprised seven acres of undeveloped land and one lonely two-story frame building. The 1925 catalogue, named The Dew Drop, stated:

The campus of the school contains about thirty-five acres. Only a small part of this is improved. Seven acres around the school buildings have been laid off by Mr. Leigh Colyer, a landscape architect. There are macadamized walkways and driveways. Lawns of native grasses have been planted. There is a

⁴Ibid., January 22, 1925, p. 1.

⁵Ibid.

natural grove of white pines. The other parts of the campus are allowed to grow grasses and are mowed or cultivated for vegetables or used for grounds for games.⁶

To show the hometown pride reflected in the Democrat, the following shortened front page story may suffice:

WATAUGA BOY CLIMBS
LADDER OF SUCCESS

In 1905 young F. G. Moody (Forg) then a 17 year old school boy from the A.T.S. left Watauga for the far west, with just enough money to pay his fare to Montana....he now is General Car foreman of the entire Northern Pacific system....⁷

Following through the story on Appalachian Training School growth, the paper featured in subsequent issues a report on the power plant and the water supply system. The story of the power plant is of interest because it was to become a subsidiary of the college and linked to an important part of the school program, the endowment funds. A portion of the report read:

About 1914 the Appalachian Training School installed its first power plant giving the school and the town electric lights and power....about two years ago this plant was burned, but was soon repaired and continued to be used until the fall of the past year, when the new plant...was ready to start....⁸

The story on the Appalachian Training School water

⁶Appalachian Normal School Catalogue, 1925-1926, The Dew Drop, "Grounds."

⁷Watauga Democrat, January 22, 1925, p. 1.

⁸Ibid., January 29, 1925, p. 5.

system was brief paragraph giving the capacity of the water tank as being 250,00 gallons.⁹ There were other brief notes about the school that followed.

On March 26, a front page lead-headline announced another major milestone in the progress of the once humble Watauga Academy:

ASSEMBLY ALTERS
NAME OF A.T.S.

The recent legislature adopted a new charter for the school here changing the name from Appalachian Training School to the Appalachian Normal School. This name, of course, includes the Normal Department and the High School Department. It provides that the Trustees shall consist of nine members appointed by the governor of the State. They are required to meet once each year. The act empowers the Trustees to secure an endowment fund for the school to lend to worthy needy students, and that proceeds from the electric power plant shall be applied to this fund. It also incorporates all the property belonging to the school, making it unlawful to fish, or hunt or exercise any special privileges without written permission.¹⁰

A month later on April 30, B. B. Dougherty, President of the institution, outlined the "Normal School Program." He designated a ten-item program for the school under the new charter for the year. The items were:

1. Developing the Demonstration School
2. Improving the school campus

⁹Ibid., February 12, 1925, p. 1.

¹⁰Ibid., March 26, 1925, p. 1.

3. Better equipment especially with reference to the library and laboratory
4. Improvement of the faculty by adding several new members
5. Reorganization of the High School Department
6. Better cooperation with other high schools
7. Conference here of County Superintendents, High School Principals, High School teachers, and the bringing of other distinguished men in the interest of school work
8. Cultural improvements of all connected with the school
9. Inclosing the campus
10. Better Janitorial Service.¹¹

By no means did the Watauga Democrat devote its educational campaign only to the Normal School. There was much discussion of the problem of six-month schools, and even then of the problem of school consolidation.¹² However, these problems need no elaboration except for the fact that the Democrat was definitely supporting education per se.

In this chapter, again one sees Watauga County's only paper giving complete support to educational progress expressed in its interest towards Appalachian Normal School. This support continued as was seen when the school made yet another step forward in the year 1929.

¹¹Ibid., April 30, 1925, p. 1.

¹²Ibid., February, March, and April, 1929, passim.

CHAPTER VIII

1929, A YEAR OF JOY AND SORROW

January, 1929, was an exciting month for young people. At Boone, Appalachian Normal School opened the new term a week late because of an epidemic of influenza. Student conversation centered around the following events: The Question Mark, a tri-motored Fokker airplane, with Captain Ira C. Eaker at the controls, had started an endurance flight with air-to-air refueling; a new governor, Franklin Delano Roosevelt, had been inaugurated in New York; in North Carolina, O. Max Gardner was to enter the Governor's Mansion on January 11.¹

The new term of Appalachian Normal School began January 8, and by January 10, D. J. Rankin, college dean, reported that ninety-five per cent of the student body had returned. A front-page story in the Watauga Democrat reported that the enrollment was close to five hundred students.²

The Appalachian Normal School in January, 1929, was a far cry from what it was in 1925. The grounds, once empty except for a few buildings, had been improved to include

¹Watauga Democrat, January 3, 1929, passim.

²Ibid., January 10 and 17, 1929, p. 1.

tennis courts, a volley ball court, a baseball diamond, and a football field.³

In 1925 E. S. Draper, a landscape architect from Charlotte, had been employed to survey sites for the sports facilities and the new buildings including the gymnasium, the demonstration school, the central dining room, and a new dormitory.⁴

However, the big news for the school in 1929, came in March. The Democrat front-paged the story:

NORMAL IS MADE
4-YEAR COLLEGE

Bill Passed by Recent Assembly Changes Name of
Local Institution and Empowers It to Confer Degrees.⁵

The legislative action was taken in form of an amendment.

That Chapter 204, Private Laws, 1925, be amended by striking out all of section 1 and inserting in lieu thereof the following:

- a) The name of the Appalachian (State) Normal School [is to be changed] to the Appalachian State Teachers College....

³Catalogue, Appalachian Normal School, 1929, "Grounds."

⁴Appalachian Normal School Catalogue, 1925-1926, The Dew Drop, "Grounds."

⁵Watauga Democrat, March 28, 1929, p. 1.

- b) The trustees, upon recommendation of the faculty, are hereby authorized and empowered to confer or cause to be conferred such degrees as are usually conferred by similar institutions in America.⁶

There was no comment editorially or otherwise about this reorganization and rechartering of the school until the official beginning of the school in its "college" status the following September. Then, in an editorial reprint originated by the Winston-Salem Journal entitled "A Community of Optimists," which praised Watauga County, this was written:

Then there is the marvelous growth of this school the Dougherty brothers built at Boone. It is a great college now, backed by the state of North Carolina--the Appalachian State Teachers College. It has turned out 130 graduates this year, and with its buildings and equipment and fine faculty is taking rank with the best colleges of North Carolina. The last legislature made Appalachian a standard college and authorized it to give the regular four-year college courses. The college has been opened all summer drawing hundreds of students from 72 of the 100 counties of North Carolina and from 32 counties in twelve other states. This college at Boone is no longer a local institution. It is a great center of culture for the state and the south, and growing by leaps and bounds. No wonder the people of the Watauga county are happy!⁷

A close reader of the Democrat probably would not have been surprised when the news of the promotion of the

⁶Ibid.

⁷Ibid., September 5, 1929, p. 4.

Normal School came about. For in January, B. B. Dougherty was in Raleigh telling about "Normal Needs."⁸ His lobbying efforts may have been made easier by the fact that R. C. Rivers, Sr., editor-publisher of the Watauga Democrat and representative from Watauga County in the General Assembly, was also in Raleigh at the time. Rivers had been named to six different committees, one of which was the committee on education.⁹

B. B. Dougherty, President of the college, and Rivers must have been pleased with their work, because the Legislature was "very liberal with appropriations for Education." Appalachian Normal School received \$60,500.00 for "permanent improvements" out of \$21,660,950.00 ear-marked for schools during the fiscal year of 1929-30.¹⁰

Students rejoicing over the good fortune that had fallen to their school had gone home for the summer when the saddening news of D. D. Dougherty's death on June 10 was made known. "The Democrat Mourns", headlined a two-column eulogy by Rivers. The Winston-Salem Journal devoted a long editorial to Dougherty's memory, which was reprinted in the Democrat on June 20. Another reprint from a Charlotte

⁸Ibid., January 24, 1929, p. 4.

⁹Ibid., January 17, 1929, p. 4.

¹⁰Ibid., April 11, 1929, p. 1.

Observer editorial which called D. D. Dougherty an "Educator of Fine Record" had the leading position on the Democrat's editorial page on June 20.¹¹

A month after the new four-year institution, Appalachian State Teachers College, had opened its doors, plans were announced for a memorial service to be held in October. All announcements were front-page stories.¹² The report on the service on October 31 included a two-column wide picture of D. D. Dougherty on the front page.¹³

Registration for the academic year of 1929-30 was a "Record Registration." Five hundred one students enrolled; there were one hundred forty-eight men and three hundred fifty-three women. There were seventy-four students from Watauga County.¹⁴ The young people found, when they returned, that the college had made additions to the faculty, including a coach, C. B. "Johnnie" Johnson. They also discovered that the library had been enlarged.¹⁵

R. C. Rivers, Sr. sensed the development and importance of the events to posterity. Thus on September 5th. he featured

¹¹Ibid., June 13, 1929, p. 1.

¹²Ibid., October 17, and 24, 1929, p. 1.

¹³Ibid., October 31, 1929, p. 1.

¹⁴Ibid., September 12, 1929, p. 1.

¹⁵Ibid., September 5, 1929, p. 1.

the following on the front page:

The first man to register was Mr. John T. Howell of Brookside, Watauga county. He registered for his fourth year of college work, and he also was the first to register for the third year college work last year.¹⁶

The writer interviewed John T. Howell, who is now principal of Boone Elementary School, one of the demonstration or laboratory schools of the college, and these were his comments:

Even though we were interested in what was going on in the world, our main worry was our credits. You see, in 1928, there was no official third-year class. The faculty made one up for sixteen of us. When the college opened in the fall of 1929, there were fifteen of us in the new senior class. Thirteen graduated in the spring, and two went on to finish in the summer of 1930. It meant a great deal to be certified and to get a degree. Until this time, it would have cost a great deal to accomplish the same thing at another college which was granting degrees. But here, with almost no costs other than a registration fee, board, and book expenses, the northwestern "lost colony" was really opened up for education. I took five courses each term and averaged about twenty-five dollars for books and supplies each term.¹⁷

Mrs. Howell, the former Irene McDade, was the first woman to receive a degree. Mr. Howell was president of the Athletic Association and was editor of the senior yearbook.

R. C. Rivers, Sr. saw the importance of the summer

¹⁶Ibid.

¹⁷Statement by John T. Howell, personal interview, February 9, 1961.

sessions. He headlined a story giving the opening dates and courses to be offered as follows:

A.S.T.C. PREPARING FOR
RECORD SUMMER TERMS 18

Rivers followed up the announcement with an editorial on June 6th. urging:

The first summer term of the Appalachian State Teachers College will open next Tuesday, and in the very near future the summer tourist will begin to flock to the mountains. Is Boone ready for them? Not Yet. There are still many unsightly spots. Vacant lots are being allowed to grow up in weeds and bushes, the owners making no effort to clean them up. The town, we again repeat, should have them cleaned and tax the owners for the work. The first impressions of a town or community are generally the most lasting.¹⁹

Over nine hundred summer school students came to Boone in 1929, in addition to the uncounted "tourists." The official report gave ninety-nine men and eight hundred seven women students, totaling nine hundred six for the two sessions.²⁰ Thirty students were graduated when the second session ended in mid-August.²¹

The Watauga Democrat had faithfully kept up with

¹⁸Watauga Democrat, May 30, 1929, p. 1.

¹⁹Ibid., June 6, 1929, p. 4.

²⁰Ibid., August 8, 1929, p. 1.

²¹Ibid., August 29, 1929, p. 1.

the academic development of Appalachian State Teachers College throughout 1929. With the increased growth of the college there opened up a fresh and rich source of news, extracurricular activity, which will be dealt with in the ensuing chapter.

CHAPTER IX

"CREAM OF THE NEWS"

Academically, Appalachian State Teachers College had been successfully launched insofar as the Watauga Democrat was concerned. Day to day administrative activity of the college had settled into a routine.

However, R. C. Rivers, Sr. knew that his Watauga County readers were interested in news about the college. Routine reports about the daily academic life did not make "good copy" in his opinion. He obviously found that the "cream of the news" about the institution was the extra-curricular activities of the student body. The front page of the Democrat soon carried stories about sports, debates, and other non-academic activities related to the college. The Democrat was keeping to its policy of "selling" Appalachian State Teachers College to its readers and keeping it "sold."

One of the most exciting news stories to the students and Watauga people alike was introduced by this headline:

FOOTBALL TO BE ADDED
TO SPORTS AT NORMAL

¹Watauga Democrat, August 15, 1929, p. 1.

The story that followed gave the details. C. B. "Johnnie" Johnson was to be the new coach. He had been a former star at Wake Forest College, head coach at Greensboro High School, and director of sports at Clarkston College, Potsdam, New York. Coach Johnson was also to supervise the new four-year course in physical education which was to "train coaches and directors for North Carolina high schools." He was to have three assistants.²

It was an exciting and satisfying year for the first official football team that this "hill country" educational institution had ever had. The opening game, which was against Carson-Newman, ended in a scoreless tie. The next game on October 5, against Catawba also ended in a scoreless tally for both teams. The next Saturday, October 12, was a different story. The front page "crowed":

EAST TENNESSEE STATE
DEFEATED BY A.S.T.C.

...Their schedule is a heavy one, but the pep shown on College Field Saturday leads one to believe that these boys from the "hill country" will make their mark in State football circles...the score for the game was 26 to 0....³

²Ibid.

³Ibid., October 17, 1929, p. 1.

Appalachian State Teachers College closed its football season with a game against Boiling Springs, which was won by the home team six to nothing. The victory was heralded with a one-column wide picture of "Red" O'Hare, team captain, whose "spectacular kicking" on a "snow-covered field" and touchdown during the last two minutes won the game.⁴ O'Hare, the "Scrappy Captain" and "brilliant gridiron general", was a first year student, and a native of Syracuse, New York.⁵ An editorial comment about the team was made:

Athletics in general, at the college, has shown a decided upward trend and local interest and enthusiasm has grown to a high pitch...souvenir programs will be available for the spectators - (with players numbers and rules.)⁶

The football games were well attended whenever they were played at College Field. A small sum had been added to the registration fee, and all students gained entry to the games by showing their registration cards.⁷

The first official football season of Appalachian State Teachers College as a four-year college wound up well

⁴Ibid., November 14, 1929, p. 1.

⁵Ibid., November 28, 1929, p. 1.

⁶Ibid., November 21, 1929, p. 1.

⁷Ibid.

with Appalachian gaining eighty-six points over its opponents' eighteen. The break-down read:

A.S.T.C.	0	Carson Newman	0
A.S.T.C.	0	Catawba	0
A.S.T.C.	26	East Tenn.	0
A.S.T.C.	7	Bluefield	12
A.S.T.C.	19	No. Ga. Aggies	6
A.S.T.C.	28	Belmont	0
A.S.T.C.	0	Rutherford	0
A.S.T.C.	6	Boiling Springs	0
	<u>86</u>		<u>18</u> ⁸

Before football gave way to basketball in December, a four-column wide picture of the entire football team was featured by the Democrat.

Sports, however, did not completely dominate the college scene. The Debate Society began the new year as "college debators" instead of just school squad that had, incidentally, won the state championship. Their debate against Wingate was featured on the front page of the Democrat. Appalachian had won the debate, taking the affirmative side of the question:

Resolved that North Carolina should levy a state ad valorem tax on real and personal property to aid in the support of an eight-month school term.⁹

The winning debators were Harold Lazenby and Frank Hauser, both North Carolinians. J. D. Rankin, dean of the college was the coach.

⁸Ibid.

⁹Ibid., March 28, 1929, p. 1.

The intercollegiate debate squad was organized in addition to the Appalachian Literary Society for men, and the Entrepean and Watauga Societies for women. "In fact, the debate squad was opened to anyone wishing to join from the student body," said Mr. John T. Howell in an interview.

One new student organization that came into being showed the increased attendance at Appalachian by young people from counties outside Watauga. The Democrat gave it this headline on the front page:

STATE COLLEGE STUDENTS
ORGANIZE WILKES CLUB

The Wilkes County Club had twenty-three members. The first president was Jay Hartley of Wilkesboro. The vice-president of the club was Lucille Miller, also of Wilkesboro. The secretary was Ruth Nichols of Cricket.¹⁰

The establishment of a local weather station was the most immediate function that Appalachian Normal School, later Appalachian State Teachers College, performed for the people of Watauga County prior to 1929.

The Democrat publicized its organization to the fullest. On March 7, the front page lead-story of the paper read:

¹⁰Ibid., November 28, 1929, p. 1.

WEATHER BUREAU
NOW RECOGNIZED

Prof. Wright Gets Local Station
Listed by U. S.; Interesting Notes
About January Weather.

During the latter part of November, 1928, through the efforts of Professors D. D. Dougherty and J.T.C. Wright, the Appalachian Normal School set up a local weather station for the purpose of taking readings of temperature, rainfall, snowfall, barometric pressure, directions of prevailing winds, and any phenomena or other facts about climatology that might occur from day to day. On December 1, the local station operator, Prof. J. T. C. Wright, began readings of the instrumentsA few days ago the State weather bureau informed Prof. Wright that the station at Boone was now considered a U. S. weather bureau cooperative station....A few interesting facts about the weather during January are given here:

Average maximum temperature	50 degrees
Average minimum temperature	26 degrees
Lowest temperature during the month on January 3	7 degrees
Total snowfall	1 $\frac{1}{4}$ inches ¹¹

According to J. T. C. Wright,

Dr. Dougherty bought the original equipment for the weather station and asked me to carry on. I would say that the example of Ashe, Wilkes, and Avery counties already having stations, had something to do with Dr. Dougherty's wanting one here. It certainly was a help to our parts. The more complex equipment came after we had been recognized, and I put it behind my house on Locust Street.¹²

¹¹Ibid., March 7, 1929, p. 1.

¹²Statement by J. T. C. Wright, personal interview, January 6, 1961.

At the conclusion of the story about the weather station, the Democrat added, "The Democrat hopes to publish reports of the local station each month."¹³ The monthly reports soon became weekly reports with general predictions.

B. B. Dougherty was also active in public services by giving cooperative support to the Watauga Livestock Association. He offered to help

in putting on a week's institute along about January for the purpose of giving instruction to the farmers, their wives, and others in all subjects pertaining to livestock, farming, gardening, poultry, soil improvement, marketing, etc....¹⁴

The last news reported about the "Farm Institute" during 1929, was given on December 19:

...Prof. B. B. Dougherty and Superintendent Smith Hagaman were away last week arranging for teachers and working out other details for the Farmers Institute...to be held for five days.¹⁵

Another member of Appalachian State Teachers College faculty made the news, but in a lighter vein. A December 5, 1929, Democrat headline read:

BOONE ARTISTS TO
SING FOR RECORDS

Prof. I. G. Greer of Appalachian State Teachers College, Boone, and Mrs. Greer have recently signed a year's contract with the Paramount Recording

¹³Watauga Democrat, March 7, 1929, p. 1.

¹⁴Ibid., November 14, 1929, p. 1.

¹⁵Ibid., December 19, 1929, p. 1.

Corporation to make phonograph records of these tuneful folk songs....It is believed that the chief demand for the finished records will be from colleges and university classes in ancient American Literature, but "Sourwood Mountain," "Common Bill," "I Got a Gal" and other ballads peculiar to citizens of the mountain region will in all probability be warmly welcomed by people of all classes and walks.¹⁶

In the same issue that reported the recordings mentioned above there was a sad report about an Appalachian student who had become "mentally unbalanced in a Caldwell hospital." This story was relegated to the obscurity of page seven of the paper and was printed in small type.¹⁷ This indicated that the Democrat did not wish to publish any derogatory news about the college.

The last issue for 1929, ended the year's publication with the headline:

BOONE DIGS OUT FROM
SEASONS BIGGEST SNOW

The white blanket was from "8 - 10 inches" in depth.¹⁸

In the mind's eye of the writer, the snow was the symbolic curtain which was brought down on a year of momentous events for both the people of Watauga County and the new Appalachian State Teachers College.

The review from 1898 to 1929 ends with this chapter. A correlation of the study with the problem stated in Chapter I is made in the concluding chapter.

¹⁶Ibid., December 5, 1929, p. 1.

¹⁷Ibid., p. 7.

¹⁸Ibid., December 26, 1929, p. 1.

CHAPTER X

SUMMARY AND CONCLUSIONS

The Watauga Democrat was the surviving paper of four which began publication between 1887 and 1913 in Watauga County, North Carolina. It was the Democrat that chronicled the fortunes of Appalachian State Teachers College from its early beginning as the Watauga Academy in 1899.

During its early years, the Democrat conformed to the pattern of the usual county weekly of the time. Its front page contained mostly reprinted editorials, non-local columns, and advertisements. The inner pages featured editorials of local interest, letters from its readers, and the "Local News" column. The inner pages thus were the "opinion heart" and pulse of the locale.

From the items concerning Watauga and Boone life came most of the material for this study. From the paragraphs and editorial comments an accurate picture of the organization and growth of Watauga Academy was gleaned. Because the study concerned the relationship of the school and its "reporter," the Democrat, no other literature could be more pertinent.

The news carried by the Democrat during 1898, showed

that the atmosphere in Watauga County was favorable to education. The abundance of school items that "made the paper" indicated the high interest of readers in all matters concerning education and educators. Articles and letters from teachers and from supporters and critics of all educational matters were given prominent and unstinted space. Editorials constantly urged young people to look to education so that they might "make their mark in the world." When a newcomer to Watauga County decided to start a school, the Watauga High School, every support was given by the Democrat.

Thus the support of the paper for the proposed Watauga Academy in 1899, was not surprising. The Democrat's enthusiasm for the formation of a school with high goals was premature. R. C. Rivers, Sr., editor of the Democrat, began his promotion program early in January, 1899, by publishing a "rumor" that two young men from Watauga were contemplating opening an institution. The two young men were the Dougherty brothers. By mid-year the plans for Watauga Academy were completed, and the school opened that fall. After the opening of school, the Democrat extolled the advantages of the institution and urged Wataugans to avail themselves of the opportunity to educate their sons and daughters close to their home. The publicity had a strong

effect. By the end of 1899, there were over one hundred students enrolled in the Watauga Academy.

Moving on to 1903, the Watauga Democrat again joined forces with the Dougherty brothers to gain more recognition for Watauga Academy and for education in the "hill country" for all. Every detail in the fight for the establishment of a state supported training school was publicized by the Democrat. When the Newland Bill was passed, providing for an institution in the seven-county northwestern area, the paper turned to promoting the choice of Boone for the location of the "Training School."

Through the efforts of the Democrat, Boone citizens such as E. F. Lovill, the Dougherty brothers, and Moses H. Cone of Blowing Rock, the new state supported school was located in Boone. Watauga Academy became the Appalachian Training School in 1903.

However, the Democrat did not cease its efforts for the promotion of the school. It reported every move, including the making of bricks for the new building for the school. The campaign included urging Wataugans to move to Boone in order to take advantage of the educational offerings of the new Appalachian Training School.

By 1925, the school had grown in enrollment, academic stature, and physical size. There was need for further recognition and administrative change. A new

charter was authorized by the General Assembly to fulfill those needs. The name of the school was changed to Appalachian Normal. Its property was incorporated. An official endowment fund was established with the income from fees collected for the electrical services which were provided for the town of Boone by the power plant owned by the school.

Up until the year 1929, the school had benefited more from this school-"reporter" relationship than had the Democrat. However, when Appalachian State Teachers College was recognized as an official weather station that year, the relationship became more of a partnership. The weekly summaries of local weather from the college station helped to increase the services of the Democrat to its readers in the county. The activities of the faculty and the students continued to "make the paper," thereby contributing to the reader's overall interest in the Democrat.

From this brief summary of the study, it can be concluded that there was comprehensive coverage and support of the school on the part of the Watauga Democrat; that the relationship was mutually beneficial; and that the readers of the paper were affected.

Perhaps the comments made by R. C. Rivers, Jr.,

the present editor of the Democrat, would be a fitting conclusion for the study:

You know, my father never did have a formal education. He was entirely self-educated. I think that was one of the reasons why he was so much for educational facilities being available and cheap for our mountain people. I couldn't say that he had any direct influence, but indirectly he did get people to come to Boone because he kept telling them that it was cheap, near, and important. He probably helped attendance during the early days. A lot of people took his advice and moved here.¹

¹Statement by R. C. Rivers, Jr., personal interview, February 5, 1961.

RECOMMENDATIONS FOR FURTHER STUDY

Many avenues are yet to be explored in relation to Appalachian State Teachers College and Watauga County through the pages of the Watauga Democrat. Such explorations could make definite contributions to the understanding of northwestern North Carolina.

The following are some suggested subjects for further study:

- 1) How did the graduates of Watauga Academy and Appalachian Training School extend their influence in the educational picture of northwestern North Carolina?
- 2) What was the relationship between the Democrat and Appalachian State Teachers College after 1929?
- 3) How did the Appalachian State Teachers College sports program affect organized sports in the secondary schools of Watauga County?

Finally, the writer wishes to reiterate that support by a responsible press is essential for any institution of learning. The influence and opportunities of a school bear fruit only as they are made known to the public. This has been emphasized throughout this study.

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