

The Yancey Record And Mitchell Ledger Are Back To Stay

Regular publication of The Yancey Record and Mitchell Ledger is being resumed this week, while efforts to duplicate the mail subscription list and assemble a qualified newspaper staff continues.

The present management of Yancey Publishing Co., Inc. publishers of The Yancey Record and Mitchell Ledger, were not aware that the issue of April 6 was not being published as usual.

It is unfortunate, for the newspapers as well as the community, that confusion and controversy have developed over the newspapers. It is our

intention to settle this controversy and confusion in a legal manner, rather than in the pages of the newspapers.

However, we want to assure readers that it is the policy of these newspapers to be a constructive force in the community for progress, not a divisive element. We regret the situation has developed and will do everything possible to settle the matter as quickly as possible and then continue to work toward providing the area with the kind of newspapers they deserve and of which the area can be proud.

We want to assure both ad-

vertisers and readers that the only "price control" involved with advertising and circulation rates of these newspapers is to the degree necessary to support the publications financially in such a way that they can independently serve the community. Like any other business, a newspaper must be able to pay its bills if it is to survive and perform its service to the community.

After a careful study of publishing and printing costs, a minimum price of 75 cents per column inch for advertising has been established. Those who buy advertising state-wide will

readily recognize that the minimum rate is well below the average rate in the state, as well as in Yancey and Mitchell counties.

The same study of costs of printing and distributing a weekly newspaper indicated that 15 cents per single copy is justified. It is a move that no doubt will be made by many weekly newspapers in the near future due to the recent increase in postage and newsprint.

Costs of individually wrapping copies to out-of-county subscribers, as well as the higher postage rates required to

mail these copies, justifies charging an out-of-county subscriber twice the amount that a county resident pays to receive the newspaper by mail for one year. It was for these reasons that the decision was made to increase out-of-county subscriptions and to maintain the present rate to local subscribers. Most out-of-county subscribers consider their hometown newspaper to be a "letter from home" and do not object to paying the higher rate.

It is unfair, in our opinion, to have local subscribers pay for the increased costs of out-of-county mailing. That is why we

have not increased local subscription rates to meet increasing costs of out-of-county postage and handling.

It was the economics of newspaper management that brought about the sale of a majority of the stock of Yancey Publishing Co., Inc., to Community Newspapers, Inc., last July.

Since the association began, there has been no move to dictate the news and editorial policy of these newspapers, which have been under the control of the local manager.

Recommendations and suggestions for improving the business management have been made from time to time.

The management has no plans to merge The Yancey Record or Mitchell Ledger with any other publication in Yancey or Mitchell Counties.

It is true that Community Newspapers, Inc. is associated with a number of newspapers serving communities in North Carolina, South Carolina, Georgia and Tennessee. It is the kind of business partnerships that have produced better

newspapers in the communities we serve. Many of these publications are consistent prize-winners in newspaper contests sponsored by state and national press associations.

It is for this tradition of excellence in newspapering that we will continue to strive in Yancey and Mitchell counties. We will solicit and will appreciate your cooperation, understanding and patience as we try to restore these publications and begin to build them into better newspapers serving their individual communities.



WINNING TEAM—Members are, from left, Larry McMahan, Jerry Riddle, George Powers, and Danny Hughes. At right is H. D. Allen, vocational agriculture instructor. Another team member, Danny Riddle, was absent when photo was taken. (Staff photo)

East Yancey FFA 1st In District; 3rd In State

The East Yancey FFA Land Judging team won the Western District and placed 3rd in the 18th Annual Land Judging Meet, held at Wilmington, Saturday.

The team, consisting of Dan Ray, Jerry Riddle, Larry McMahan, Danny Hughes and

George Powers, received a plaque and \$50 for the effort.

This contest is sponsored by Carolina Power and Light Company and the N. C. Bankers Association with the Soil Conservation Service providing the field and technical know-

Its purpose is to provide opportunities for students to develop understanding as to classifying soil according to its physical characteristics and managing soils to assure continued production for generations to come.

Bowles To Make Brief Stop In Burnsville

Hargrove "Skipper" Bowles, Democratic candidate for Governor, will arrive in Burnsville by helicopter Friday at 2:30 p. m. Plans call for the helicopter to land near the Yancey County courthouse, where the candidate will meet with friends and supporters for 40 minutes, departing at 3:10.

Clyde McIntosh, who made the announcement, said the public is invited to come by and meet Mr. Bowles.

Mr. Bowles is also making helicopter stops in Wilkesboro, Boone, Newland, Spruce Pine, Mars Hill, and Canton, and will attend a Bowles for Governor rally at Owens High School in Swannanoa beginning at 5:30 with a free barbecue. Arthur Smith and his Crackerjacks will present a musical program. A short address will be made by Mr. Bowles.



"SKIPPER" BOWLES
Friends from Yancey and Mitchell counties are invited to attend the area rally, Mr. McIntosh added.

AWARD TO BE PRESENTED

Chamber Of Commerce Annual Meeting Set

The annual dinner meeting of the Yancey County Chamber of Commerce will be held at East Yancey High School, Thursday, April 20, when Burnsville and Yancey County will receive a "most coveted" award from the state.

Guest speaker for the event will be Al Calloway, chief of community and industrial services for the Dept. of Natural and Economic Resources. Mr. Calloway will also present the award, in recognition of local economic growth and promotion.

In announcing plans for the annual dinner,

Chamber of Commerce officials said full details of the award will not be revealed until the event, but promised that the annual dinner would be an exciting one.

The dinner will be served at 7:30 p. m. Local organizations and agencies will have exhibits on display in the school gymnasium for one hour prior to the dinner.

Another feature of the event will be presentation of scholarship and sportsmanship awards to deserving students from East Yancey and Cane River high schools. Names of award winners will not be made public until that evening.

All members planning to attend this event are requested to make reservations in advance by calling 682-2312.

Claude Vess, president of the Chamber of Commerce, will preside at the meeting.

All-Out Effort Launched To Duplicate Mail List

Every effort is being made to recover the mail subscription lists of The Yancey Record and Mitchell Ledger, which were stolen from the office of The Yancey Record in Burnsville, March 29, when the office was broken into.

A \$500 reward has been offered for information leading to the arrest and conviction of the person or persons who broke into the office, and \$500 reward has been offered for information leading to recovery of the vital office records which were removed.

Meanwhile, an effort is being made to duplicate the list. Already the names of several hundred subscribers have been verified by various records in the office and by personal contact by members of the newspaper staff.

This week sample copies of The Yancey Record and Mitchell Ledger are being mailed to all residents of Yancey County and in the Bakersville

area of Mitchell County, and persons who are subscribers of the publications are asked to complete and return the coupon in an advertisement elsewhere in this issue.

"We are anxious to fulfill our obligation to provide subscribers with every issue they have paid for," a company representative said this week. "If we are furnished the names and mailing addresses, we will be more than happy to duplicate the list which was taken, he added.

The most difficult part of the list to duplicate will be the out-of-county and out-of-state subscribers. Those who have relatives, friends and acquaintances out of the area who are subscribers are asked to notify the newspaper of these names and addresses.

The following names of subscribers had been verified as of Monday night of this week:
The following paid sub-

CONTINUED TO PAGE 5

Burnsville's Teen-Agers Are Spending \$1,202,000

There is more spending money on tap in Yancey County these days and it is not only the adult population that has it.

The teen-agers are better off, too. These young tycoons, with an impressive amount of cash at their disposal, have come into their own. They have become an economic force of considerable size.

Equally important, if not more so, from the point of view of local merchants, is the influence they wield over family spending in general.

They help decide the kind of car that is purchased, the type of appliances that are bought, the food they eat and the clothes they wear.

As a result, local merchants have been paying closer attention to their particular tastes

in fashions, food, entertainment and the like.

On the basis of the latest figures, the teen-age market in Yancey County reached an estimated \$1,202,000 in the past year.

The money went for clothes, cosmetics, snacks and soft drinks, costume jewelry, records, movies, sportswear, tape recorders, cars and the many other things that are of vital importance at that age.

And it went quickly. With the "now" generation, money is to be used, not to be saved.

The facts and figures on the teen-age market are based upon surveys and reports by the American Apparel Manufacturers Association.

Gilbert Youth Research and others.

They indicate that close to \$20 billion was spent in the past year by the 27½ million boys and girls in the United States between the ages of 13 to 19.

In Yancey County, the 1,647 boys and girls who are in the 13

to 19 group spent some \$1,202,000 in the year, it is figured, based upon this average.

But that is less than half the picture. Marketing studies show that the influence these juniors have over their parents'

spending extends to more than two-thirds of the major purchases and amounted to about \$45 billion in 1971.

At that rate, Yancey County's teen-agers have a voice in the spending of approximately \$2,705,000 additional per year.

United Fund Mails 1st Quarter Checks

Mrs. J. C. Hollifield, executive secretary of the Mitchell County United Fund, with headquarters in the basement of Trinity Episcopal Church, Spruce Pine, has announced that she has mailed out checks covering payments for the first quarter of 1972 to the various agencies which participated in the campaign which was conducted last fall. The agencies and payments for the quarter-year ending March 31, include:

American Red Cross \$940; Asheville Orthopedic Hospital \$175; Boy Scouts of America \$700; Girl Scouts \$437.50; Harris High School Band \$262.50; Bakersville Volunteer Fire Department \$131.25; Spruce Pine Volunteer Fire Department \$131.25; Grassy Creek Volunteer Fire Department \$175.

Also Mitchell County Children's Service Council \$148.75; Mitchell County Council of Homemakers Clubs \$65; Mitchell County Public Library \$122.50; Spruce Pine Public Library \$350; North Carolina Community Services \$105; Spruce Pine Youth Program \$280; Buladean Youth Program \$54.25; Cane Creek

Youth Program \$54.25; Ledger Youth Program \$54.25; Tipton Hill and Red Hill Youth

Program \$42.5; United Fund Campaign Expense \$105; Mitchell County 4-H Clubs \$157.50; and Spruce Pine Rescue Squad \$175.

The Rev. Russell N. Burson, president of the Mitchell County United Fund, says that the total amount needed to meet the requests of all the participating agencies is still far short of the amounts the various agencies need in order to continue providing a high level of service for Mitchell Countians.

Mr. Burson requests that all pledges be paid promptly when due, and he also suggests that many citizens in various parts of the County would like, at this time, to increase their previous payments to the United Fund. Also that persons whom the solicitors may have been unable to contact last fall, would like to make a donation now.

He says that such payments will be greatly appreciated. They should be mailed to Mrs. J. C. Hollifield, Executive Secretary, Mitchell County United Fund, 412 Hemlock Ave., Spruce Pine, N. C. 28777. All payments to the United Fund are tax deductible.

LATE NEWS BULLETIN

Rep. Beam Dies Suddenly

State Rep. Hugh F. Beam, Sr., 66, of Marion, died unexpectedly Tuesday afternoon of an apparent heart attack while in court. Beam, an attorney, was unopposed in the May 6 primary for the Democratic nomination as a member of the N. C. House of Representatives from the new 41st District of McDowell and Yancey Counties, a one seat district.

Mr. Beam requests that all pledges be paid promptly when due, and he also suggests that many citizens in various parts of the County would like, at this time, to increase their previous payments to the United Fund. Also that persons whom the solicitors may have been unable to contact last fall, would like to make a donation now.

He says that such payments will be greatly appreciated. They should be mailed to Mrs. J. C. Hollifield, Executive Secretary, Mitchell County United Fund, 412 Hemlock Ave., Spruce Pine, N. C. 28777. All payments to the United Fund are tax deductible.

It has been theorized that the break-in was vandalism, but none of the furnishings or expensive printing equipment were damaged.

Raby Appointed Manager Of Burnsville Playhouse

Parkway Playhouse Managing Director J. Gordon Greene announced recently the appointment of C. F. Raby, Jr., as business manager of the Burnsville Playhouse for the 1972 summer season Raby, who will join the Drama Faculty of UNC-Greensboro in the fall, brings several years experience in management and box office supervision to his new post. For the last two and a half years, while working on his M.F.A. degree in design, he has supervised box office operations at UNC-G. He will become business manager for the theatre department there this fall.



C. F. RABY, JR.

Last summer Mr. Raby served as technical director for Horn in the West in Boone. A native of New York, he holds an A.A. degree from Pensacola Junior College, a B.A. degree from the University of West Florida, and will receive his M.F.A. degree from UNC-G this June. He is married to the former Royanne Clymer of Pensacola, Fla. They have two children.

Investigation Continuing In Newspaper Office Case

No developments have been reported by the Yancey County Sheriff's office into the March 29 break-in at The Yancey Record office in Burnsville. Investigation of the case is continuing.

According to the Sheriff's report, the building was en-

tered through a window on the east side, after the glass was broken, and the mail subscription lists and addressing plates were missing.

It was later discovered that the accounts receivable files and other company records

were missing from the building. It has not been officially established whether these records were taken at the same time as the March 29 break-in.

Another mysterious aspect of the break-in is that cash, typewriters, an adding machine

and other office equipment which are often taken by burglars, were not taken.

\$500.00 REWARD

The Yancey Publishing Co., Inc. publishers of The Yancey Record and Mitchell Ledger, this week offered a \$500 reward for information leading to the arrest and conviction of the person or persons who broke into the office of The Yancey Record in Burnsville.

The reward is also offered for the recovery or information leading to the recovery of these vital company records which were removed.

Stolen from the office, according to the Sheriff's report of the break-in, were the mail subscription list and addressing plates. Also missing are the accounts receivable files.

Persons with information about the robbery may contact the Yancey County Sheriff's Office, the Burnsville Police Dept., and the management of The Yancey Record.

Dobson To Head Bank In Mitchell County

Edwin Duncan, Jr., president of The Northwestern Bank, has announced the transfer of Jack Dobson from vice president of the Black Mountain Branch to executive vice president in

charge of The Northwestern Bank in Spruce Pine.

Mr. Dobson became affiliated with The Northwestern Bank in Black Mountain in April 1968 as installment loan manager. He was named assistant cashier in August 1968 and promoted to vice president and branch manager in November 1969.

Dobson served as president of the Black Mountain-Swannanoa Kiwanis Club for the term 1971-1972. He is a member of the Masonic Lodge and the First Baptist Church in Black Mountain. A native of Morganton, he graduated from Nebo High School and attended Pfeiffer College, Misenheimer, and Berea College, Berea, Ky.

Mr. Dobson is married to the former Cathryn Mease of Marion. The Dobsons have two children, Jacquie Lynn and Jon Christopher. Mr. Dobson assumes his duties in Spruce Pine on April 1. His family will move to Spruce Pine in June.



JACK DOBSON

IN MITCHELL COUNTY Mayor Is Manager Of Sowers' Campaign

A. L. Canipe, former State Senator and mayor of Spruce Pine, will be Mitchell County manager of Roy Sowers' campaign for Lieutenant Governor.

"I am extremely pleased that Albert Canipe is joining our campaign," Sowers said in making the announcement. "He agrees with me that the Lieutenant Governor's office ought to be known as a 'people's office' and he is going to help me make that a reality."

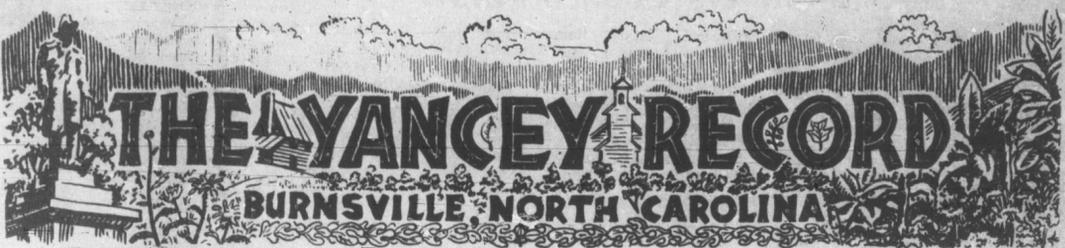
Sowers, a Democrat, is seeking his party's nomination of the state's number two post in the May 6 primary election. "Albert has an outstanding record of public service,"

Sowers said, "and I am proud to have him and that ideal associated with my campaign." Canipe, 56, has been mayor for 10 years, and was a member of the City Council for eight years. He served in the Senate in 1959.

The manager of Mitchell Lumber Company, Canipe is a past president of the Spruce Pine Lions Club and past commander of the VFW Post No. 8090.

He is a member of Woodmen of the World, the Moose Lodge and the First Presbyterian Church.

A native of Mitchell County, Canipe is married to the former Charlene Green.



VOL. 36—No. 14

Subscription rates: In County—\$3.12 per year; Out of County—\$5.00 per year plus 20c sales tax in N. C.

BURNSVILLE, N. C.

Published every Thursday by Yancey Publishing Co., Inc. Second class postage paid at Burnsville, N. C. 28714.

THURSDAY, APRIL 13, 1972

10¢