

Competition Turns To Boiling Springs



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The first competition between cable television companies outside Shelby took place in Boiling Springs Tuesday night as three cable companies wanting the town's business made sales presentations to the town council.

One of the three, Cable Systems of Kings Mountain, although "not prodded" by the competition, was "speeded up a couple of months" in coming to Boiling Springs, owner Jonas Bridges told the council.

Council deferred until April drafting an ordinance to franchise a cable system, and final approval could come as late as June. Boiling Springs residents could expect to receive cable television within nine to 18 months after approval, depending upon the company the council approves. Competition promises to be intense.

Boiling Springs first considered cable vision last month when Robert Wall, an Atlanta businessman, made a presentation to the council. Tuesday night Wall was back, along with two others — Bridge's company and a Shelby firm, Vision Cable.

Who gets the business will determine not only television service to homes in Boiling Springs but also revenue to the town government. Each system offered to pay 3 per cent of its receipts to the town in exchange for a franchise to operate here.

The services offered by each of the three are:

Robert Wall and Associates: 19 channels for \$10 per month, plus three pay stations for \$8.50 per

month each. Pay stations such as Home Box Office broadcast movies and programs unedited and uninterrupted by commercials. A subscriber is not obligated to take the pay stations.

Vision Cable: 21 stations for \$11 per month plus Home Box Office for \$9 per month

Cable Systems: 12 channels for \$9 per month plus Home Box Office for \$6.00 per month.

All three companies charge a hook-up fee to homes.

Whatever company gets the franchise, Boiling Springs will make money. Under the usual arrangements between cable companies and local governments, the companies return 3 per cent of their gross revenues to the town in exchange for a franchise. The per cent was set at a maximum of 3 by the Federal Communications Commission (FCC) in 1973.

Some companies don't pay the 3 per cent on money they make from Home Box Office, advertising they sell, or equipment they lease. In 1977 the FCC ruled that towns may collect the 3 per cent on all such revenues.

The inclusion, however, is not automatic. Boiling Springs would have to specify with the company it picks what revenues were covered by the 3 per cent.

Competition among cable companies appears Katie-bar-the-door in Cleveland County after the county commissioners Monday granted a non-exclusive franchise to Cable Systems of Kings Mountain. That franchise gave Cable Systems the right to do business anywhere in Cleveland County and to compete with Vision Cable of Shelby. Prior to Monday, Vision Cable had no competition.

Towns like Boiling Springs are worth the competition among cable companies due to the

popularity of highly profitable pay stations such as Home Box Office.

"Just within the last two years has it been profitable for a cable company to consider a town the size of Boiling Springs," Floyd Williams of Vision Cable told the council. "With the coming of satellite channels and Home Box Office and the pay services, we've been given more profit to work with."

Council will hear additional presentations in April when it votes on its ordinance for cable vision.

In other action, the council voted to solicit informal bids for replacing the water lines on Rockford and College Farm roads with larger pipe.

The council also voted to observe Clean Up Week in Boiling Springs beginning April 19.

The Foothills View

"We See It Your Way"

THURS., MARCH 4, 1982

BOILING SPRINGS, NC

\$7.00 Per Year Single Copy 15 Cents

Nurses And Honor At G-W College

The trustees of Gardner-Webb College last Friday approved a recommendation which will establish the only "Two-Plus-Two" nursing program in North Carolina. The special ADN-RN-BSN will enable registered nurses to complete requirements for the BSN at either the College's main campus at Boiling Springs or at Statesville. The trustee approval takes the College another step closer to the establishment of the Davis School of Nursing.

The College will continue to operate its 16 year-old ADN program on the Boiling Springs campus.

In November, the College received a grant of \$143,060 from the Kate B. Reynolds Health Care Trust of Winston-Salem to launch the program.

"This arrangement with the Statesville institutions will assure generous perpetual support for the program," College President Craven Williams reported to the trustees.

Gardner-Webb College announced last week the names of 21 local students among that college's honor roll of 138 students.

Local students on the Gardner-Webb honor roll:

Barbara Rose Blackburn, daughter of Dr. and Mrs. Robert Blackburn, Boiling Springs;

Areshia Ann Blankenship, daughter of Mr. and Mrs. D. H. Blankenship, Rt. 5, Shelby;

Mary Etta Blanton, daughter of Mr. and Mrs. L. Blanton, Rt. 2, Lawndale;

Jerome Frederick Creach, son of Mr. and Mrs. George Creach, Spring Lane, Shelby;

Rhonda Jean Greene, daughter of Mr. and Mrs. V. C. Greene of Rt. 10, Shelby;

Margaret Lynn Griggs, daughter of Dr. and Mrs. Keith Griggs of Cherryville;

Vicki Lyn Hamby, daughter of Mr. and Mrs. James M. Hamby, Suffolk Dr., Shelby;

Micki Lyn Hamrick, daughter of Mr. and Mrs. E. Wayne Hamrick of Falcon Circle, Shelby;

Rita Hawkins Harris, Rt. 2, Shelby;

Raymond Clayton Johns Jr., son of Audrey Johns, Rt. 2, Shelby;

Lisa Kaye Ledford, daughter of Mr. and Mrs. Horace Ledford, Brookwood Rd., Shelby;

Jatha Kay Lee, daughter of Mr. and Mrs. Thomas Lee, Lawndale;

Roger Derrick Mack, son of Mr. and Mrs. Charles E. Mack, Jr., Boiling Springs;

Gary Lyn McBride, son of Mr. and Mrs. Lindsey McBride, Cumberland Dr., Shelby;

Robin Annette Rumlert, daughter of Rev. and Mrs. Robert Jerald Rumlert, West Hawkins Street, Shelby;

Kelly Delane Sale, daughter of Dr. and Mrs. Larry Sale, Boiling Springs;

Cora Belle Shade, daughter of Mr. and Mrs. Dewey Shade, Fallston;

Jean Maria Summers, daughter of Mr. and Mrs. C. Oland Summers, Suffolk Drive, Shelby;

Max Lee Turner Jr., son of Mr. and Mrs. Max Turner, Frederick Street, Lawndale;

Freda Lynn Walker, daughter of Mr. and Mrs. James P. Walker, Casar;

Kimberly Denise Willis, daughter of Mr. and Mrs. David Willis, Mountain Lane Drive, Shelby;

To be on the honor roll, a student must have a quality point ratio of at least 3.2 on fifteen or more hours, with no grade below C. A 3.2 q.p.r. is equal to a B average.

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Quarrel Sparks Shooting Here

An argument between two men at the apartment of a Boiling Springs woman early Sunday resulted in the arrest of one man suspected of shooting into the other's parked automobile.

David Lumsden, 26, of Shelby was arrested Tuesday on charges of damages to personal property exceeding \$972.

According to police, Lumsden, described as a former boyfriend of the Boiling Springs woman, came by her apartment on Hillcrest Street shortly after midnight Sunday and demanded to be let in. After arguing with another man there, police say, Lumsden left the apartment.

Shortly afterward the couple heard gunshots. Going outside they found the man's 1974 brown Toyota had three bullet holes in the trunk and the back glass and taillights shattered. Neither person was injured.

"It looked like someone took a nine shot .22 handgun and emptied it," said Boiling Springs

police officer Dan Ledbetter.

Ledbetter investigated the shooting after the couple issued a complaint Monday.

In other action, Boiling Springs city fire department responded to a fire Friday afternoon at Green Bethel Church that caused an estimated \$8,000 damage. According to fireman Don McSwain, a power entrance cable from the meter to the main fuse shorted out and started the blaze about 1:56 p.m. Rural assisted the city department; there were no injuries.

Area News

The Continuing Education Department at Cleveland Technical is offering courses next week in biofeedback and principals of supervision.

Duane Kolilis will offer two sessions of biofeedback beginning March 12 at the Cleveland County office building. Kolilis has a master's degree in psychology from West Georgia College and is a licensed North Carolina Psychological Associate.

The principals of supervision will begin March 8, reviewing human relations, leadership skills, and the free enterprise system.

Registration will be at the first class meeting, and the total cost is \$8.00. For further information, contact the Continuing Education Department at Cleveland Tech at 484-4063.

At 10 weekly livestock auctions held within the state the week of February 22, 6,150 cattle and 2,951 hogs were sold. Prices for slaughter cows were \$1 to \$2 higher and feeder calves irregular. Utility and commercial slaughter cows brought \$38 to \$44.50 with canner and cutter at \$33.50 to \$43.50. Choice slaughter calves 350-550 pounds sold from \$47.50 to \$54, with good grade at \$43 to \$49. Few choice slaughter steers above 800 pounds brought \$56.50 to \$62.75 with good at \$52 to \$59.25. Beef type feeder cows darrying average flesh brought \$38 to \$43.50 per hundred pounds. Baby calves under three weeks of age brought \$30 to \$82.50 per head.



Chairman of the Gardner-Webb College Board of Trustees Bernard Parker [1] displays the pewter tray presented to Chowan College President Bruce Whitaker [second from left] on Friday, February 26, Whitaker was honored for 25 years of service to Christian Higher Education. Board of Advisors Chairman John Edgerton [third from left] and Dr. Williams [r] took part in the evening program.