

Mother Earth

North Carolina magazine makes good with back-to-nature theme

HENDERSONVILLE (AP) - Hidden away in an obscure building that used to be a dress-making factory is one of the fastest growing magazines in the country.

Since its birth in January 1970, *The Mother Earth News* has crawled, crept and vaulted its way past most of the nearly 3,000 publications in the United States. Recent industry figures put the bi-monthly magazine, with a distribution of 860,000, at 97th place among American magazines.

But for the uninitiated, just what is this magazine with the funny sounding name?

It aims to provide uncomplicated ways of doing things that have become mundane or complicated in the modern world. It is a back-to-nature, do-it-yourself, ecological and environmental journal—all at the same time.

A perusal of one recent issue turns up articles on how to develop bothersome garden snails into a dinnertime delicacy, how to build a wood-burning still which produces an alcohol substitute for gasoline and when to watch for meteor showers.

Near the back of the 174-page glossy magazine, tucked between ads for solar-heating plans and build-it-yourself wood-burning stoves, are classifieds ranging from bee-keeping supplies to ads from persons seeking companions to share homesteads in the Canadian wilderness.

The magazine, along with a staff-produced radio show that airs on nearly 900 stations across the country and staff-

written books such as the "Handbook of Homemade Power," has capitalized on and set the pace for much of the back-to-nature movement which has swept the country in recent years.

"Basically we try to show people how to do more with less," said David Davidowitz, a former New York City cab driver who is the magazine's production and plant manager.

"The primary thing (publisher) John Shuttleworth is concerned with is getting across the message that there is a better way of life," said Davidowitz, whose New York-tinged accent sets him apart from the drawling mountain folk in the mountain foothills town of Hendersonville.

Shuttleworth and his wife, Jane, started the magazine with a shoestring investment of \$1,500 and a salvaged typewriter in their home in Ohio in 1970.

The couple brought their rapidly expanding business to the western North Carolina area about five years ago because of better weather and a fondness of the mountains.

The magazine's facilities include the main building which houses editorial and production offices, a research area in a former automobile showroom in downtown Hendersonville and a recently bought tract of land 15 miles from town. An experimental "eco-village" is planned for the mountain site. The wooded area was filled with more than 1,000 persons last month who attended a series of seminars on topics ranging from building underground houses to organic gardening.

Townpeople in Hendersonville have welcomed *The Mother Earth News* but few realize that a nationally known celebrity of sorts is housed in the old dress-making factory on the edge of town.

Many of the 105 staff members are out of towners, like Davidowitz, but the local folk have welcomed them as well as the magazine.

"In New York, you walk down the street and if you speak to somebody people think you are crazy," says Davidowitz. "Here, if you don't say good morning when you walk down the street then people think you're a little weird."

The staff includes editors, artists, five full-time researchers who test ideas and plans before they go in the magazine and clerks who handle the daily influx of mail from readers and *Mother Earth News* fans.

"We average more than 8,000 pieces of mail a day," Davidowitz said. "The highest we ever had in one day was about 17,000."

The magazine, like its name, is built on a reverence for the land and for a simpler but effective way of doing things. Many of the projects depicted in the magazine use items that could be bought in stores, but is the self-sufficiency aspect that the magazine's editors are seeking to get across.

"We don't want people to go downtown and buy these things," says managing editor Bruce Woods. "We'd rather they do it themselves."



It has a back-to-nature ideology...do-it-yourself for a better life

Brown to go Northeast, ignoring Kennedy's 'bid'

SACRAMENTO, Calif. (AP)—Gov. Edmund G. Brown Jr. is taking his presidential quest to Sen. Edward Kennedy's door step this month with campaign appearances in Massachusetts.

Tom Quinn, manager of the Democrat Brown's campaign, says he is planning Brown's strategy on the assumption that Kennedy means it when he says he isn't a candidate next year.

Quinn predicted that Brown would be strong in a two-way race against President Carter in Massachusetts and that Brown could win the March 4 Massachusetts primary.

"If Kennedy is running in Massachusetts, it is unlikely anybody could defeat him," Quinn said. "But I do not believe he will be a candidate. In that situation, I would expect Brown could do quite well. I think it is a very strong area for Governor Brown."

"In Massachusetts, there was a strong feeling Carter is just not up to the job, just not competent to be president," Quinn said.

Brown, who formed an exploratory committee and started raising campaign funds in July, is the only open challenger to Carter for the Democratic nomination.

But Brown's campaign is so far minuscule—15 paid workers, including Quinn, in a Los Angeles headquarters, and one paid staff member and two fulltime volunteers who hope to open campaign headquarters this week in Boston and Manchester, N.H.

Nevertheless, Quinn said Brown, who beat Carter in several primaries with a

slashy-but-late bid for the nomination in 1976, will definitely campaign nationwide in 1980. "I don't see any circumstance that would lead the governor to decide not to run," Quinn said.

Quinn returned to California recently after a five-day tour of New Hampshire and Massachusetts. He said Brown will make his first campaign trip Sept. 9-12, spending two days in New Hampshire, one in Massachusetts and one in New York.

In addition to a series of private meetings with local Democratic leaders, Brown plans appearances at two political picnics in New Hampshire, site of the nation's first primary in February.

But Brown, whose greatest strength in the past has been among young voters, has picked a campus setting for his major appearance in each state—St. Anselm's College in New Hampshire, Boston College in Massachusetts and Columbia University in New York.

By going directly to Kennedy's doorstep, Brown is challenging the Massachusetts senator to respond to his campaign. And at the same time, Brown is focusing attention on Kennedy's ambiguous position as a front-runner in polls. Kennedy says he isn't a candidate, but he stops short of withdrawing completely from the presidential race.

In New Hampshire, Quinn cautiously is cultivating the underdog role, predicting that the advantages of incumbency make Carter very formidable in early primaries.



Jerry Brown

But Quinn said Brown would make a significant effort in New Hampshire, campaigning on issues such as inflation. Brown's fiscal conservatism, his opposition to nuclear power, and Carter's handling of the gasoline and fuel oil shortage.

Another key Brown aide, chief of staff Gray Davis, who accompanied Quinn on part of his New England tour, was more positive about Brown's chances in New Hampshire. He said voters in that state "are casting about for an alternative to the president."

Davis conceded that Brown has few dedicated supporters so far in New Hampshire, but that the negative perception of Carter gives Brown an opportunity to present his record to a receptive electorate.

White Lightnin' power

Alcohol-into-fuel tests to begin

SHELBY (AP)—The first legal stills in Cleveland County are getting underway as their owners experiment with turning out alcohol to power automobiles and farm equipment.

The stills are licensed by the Alcohol, Tobacco and Firearms Division of the U.S. Treasury Department.

John Caveny Jr. and his wife, Beth, of Kings Mountain want to run their lawnmower, garden tractor and at least one car on gasohol and eventually pure ethyl alcohol. The plan to make the fuel from peach peellings and table scraps, among other things.

Wilbur Cabiness and his son Douglas of the Double Springs community near Lattimore are already experimenting with their licensed "steamer." Their still is based on the classic mountain still.

Cabiness has already tried gasohol in his pickup truck. It worked fine, he said. In the first run, the alcohol was 170 proof, but now it averages 130 to 140 proof.

An old-time moonshiner would feel right at home in the Cabiness barn, with its fuel oil-powered boiler and 55-gallon Kentucky liquor barrels. And Douglas Cabiness said he learned a lot from the old-timers.

His questions about how to make a still were answered by "a friend." And the system he ended up with is amazingly efficient, said Cabiness, who has a degree in chemistry from Wake Forest University and worked as an organic chemist at R.J. Reynolds Tobacco Co. He is a member of the Cleveland County school board.

"We'll have to do some fooling around with the mash to see what's economical," he said. "So far, we've used sugar, corn and wheat bran. Barley and corn will probably be the two primary grains."

Cabiness, who along with his father is associated with Cleveland Dairy, also sees a tremendous potential for dairy, livestock and hog farmers from the byproducts of alcohol production. This will "probably be an efficient way to produce fuel and use the waste as feed," he said.

Suggestions for gasohol mixtures vary. "We used 80-20 in the pickup," said Cabiness.

The still can produce eight to 10 gallons of alcohol an hour. Currently, it costs about \$2.40 per gallon to produce. "We hope to get it down to 60 or 70 cents," Cabiness said.

Restrictions on production include keeping the still locked and maintaining a log of how the alcohol is used, its proof and other

matters.

For the Cavenys, the regulations were even more complicated. "We have to be bonded," Caveny said, "and we are subject to inspection." The couple posted a \$600 bond with the Treasury Department, which allows them to make 30 gallons of alcohol in any two-week period.

Along with that, the Cavenys have to keep a record of how much alcohol they produce, and register with the N.C. Department of Revenue.

"If we put it (gasohol or pure alcohol) in the car and drive it on a state road, we're liable for fuel taxes," Caveny said. To do this, a \$2,500 bond would be required. Tax on pure alcohol would be 10 cents per gallon and on gasohol, at a 90 percent gasoline mix, 1 cent per gallon.

But Caveny, who has a chemistry degree from Western Carolina University and is now associated with Caveny Fabrics Inc. in Kings Mountain, isn't quite ready for that yet. Right now, he's experimenting with his still and different mixtures. His still would not be recognized by an old moonshiner.

It is a four-by-eight foot piece of plywood with a black cloth stretched over it. Eventually, the cloth will be replaced by glass or fiberglass. Over the cloth are two sheets of plastic.

The mash mixture runs into the top of the system through a small, perforated pipe. It feeds into the black cloth, which acts as a wick to carry the solution down. As the liquid evaporates in the heat, alcohol condenses on the plastic and falls into the drain pipe. Caveny expects to process two gallons of mash per hour, which would yield about a quart of alcohol.

The mash can include virtually anything. Grapes, peaches, potatoes, any vegetable and anything starchy, Caveny said. "We have a pretty good-sized garden," he said. In the winter, "we can use table scraps."

Their 1962 blue Buick Special, which has been sitting in the garage for five or six years, is set aside specifically for this purpose, Caveny said. It was his wife's first auto, and was retired with 170,000 miles on it.

The crankshaft is broken and it needs a new engine. Once he takes care of that, Caveny wants to try gasohol in it. It doesn't take many engine adjustments for a car to be able to use gasohol, Caveny said, but to use pure alcohol, a lot of carburetor work is necessary.

Bush, Crane to enter S.C. race

COLUMBIA, S.C. (AP)—Spokesmen for George Bush and Philip Crane, two candidates seeking the Republican presidential nomination next year, said Friday they would enter a South Carolina primary.

The state GOP executive committee quickly endorsed Thursday night a study committee's proposal that a March 8 primary be held. The state party must re-convene its 1978 convention, probably in October, to give final approval to the idea.

Dan Ross, the party's state chairman, said campaign aides to probable candidates John Connally and Ronald Reagan have indicated to him they would enter the South Carolina primary and campaign in the state.

Sen. Howard Baker of Tennessee, another GOP hopeful, will be at Kiawah Island, near Charleston, Sept. 7-8 to speak to the state Federation of Republican Women convention.

Bush's political director, David Keene, said, "If South Carolina gets in there early, that's another state we'll have to take a look at. The psychological impact has consequences down the road, so you'd have to play the game whether you want to or not."

He noted that Harry Dent, a Columbia lawyer who was on Richard Nixon's White House staff, has helped organize a fund-raising drive for Bush.

Ron Wright said his boss, Illinois congressman Crane, "plans to enter almost all the primaries. This March 8 date would push up the importance of South Carolina."

Study panel chairman Marshall Parker said the primary would be the earliest in the Southeast and would bring South Carolina national attention.

Only New Hampshire, Puerto Rico, Maine, Massachusetts and Vermont have scheduled earlier primaries. Supporters of a March South Carolina primary envision it as part of a regional primary. Georgia, Florida and Alabama hold theirs March 11.

The panel suggested South Carolina delegates to the national convention remain committed only through the first two ballots, with one exception, and that delegates would be apportioned to candidates on a modified

plan.

South Carolina law requires any primary to elect a public official be held in June, Parker said. But since the Republican primary would be preferential or not legally binding, it would not be covered by that law, he said.

South Carolina has 25 delegates to the national convention—seven elected at large, and three elected from each of the six congressional districts.

State Republicans have previously picked their convention delegates in convention, the same way as the Democrats. There is no Democratic movement for a presidential primary.

You can find the unusual in The Bottom Line, every Tuesday and Thursday on the editorial page of the Daily Tar Heel.

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CLASSIFIEDS HAVE MOVED TO THE INSIDE OF THE BACK PAGE.

CHECK 'EM OUT.

LINDA'S CAMPUS QUIZ

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3. Who was Polk? _____
4. Who is Linda? _____
5. Who dug the Old Well? _____
6. Who digs Bo Wells? _____

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