

# THE NEWS RECORD

SERVING THE PEOPLE OF MADISON COUNTY

On the Inside . . .

Government Bolsters  
Child Abuse Laws

Page 3

79th Year No. 4

PUBLISHED WEEKLY IN THE COUNTY SEAT AT MARSHALL, N.C.

THURSDAY, January 24, 1980

15¢ Per Copy

## Governor Hunt Plans To Visit Madison County On Monday

On Jan. 28, for the first time since the flood of '77, Gov. James B. Hunt Jr. will visit Madison County.

The occasion is the dedication of the new day care center in Hot Springs, the county's third. The ceremonies, which

will be led by Gov. Hunt, are scheduled for 1 p.m.

As presently planned, the governor will leave a cabinet meeting in Raleigh Monday morning and fly to Asheville. There he will be met by a state car at approximately 11:30

a.m. for a nonstop drive to Hot Springs. Following the brief dedication ceremony, he will depart immediately for Burnsville, possibly making a stop in Marshall.

Commissioner Virginia Anderson and day care supervisor Teresa Zimmerman have scheduled a reception at the new day care center to coincide with the dedication. The public is invited to attend between 1 p.m. and 3 p.m. and to see the governor.

The governor's visit is being coordinated by Wayne McDevitt, who works in Asheville with the Department of Natural Resources and Community Development. According to McDevitt, the governor has a strong interest in the county because of the relatively large number of publicly-funded programs here. The county now has three day care centers, for example, all funded by the state

Department of Human Resources, while half a dozen or more counties in the eastern part of the state have none.

Likewise, the county has received two outdoor recreation grants, which are extremely difficult to get, as well as \$60,000 of state money to develop the Marshall industrial site, the maximum amount allowed. And Madison has received more CETA money per capita than most other counties in the state.

Gov. Hunt is a former chairman of the Appalachian Regional Commission, which is the channel through which such funds come to Madison County, so that he has long been concerned with the effectiveness of public programs.

## Furnace Switch Malfunction Closes Marshall School

Marshall Elementary School was closed all day on Friday, Jan. 18, due to a boiler malfunction, according to Principal Fred Haynie.

As workmen reconstructed the malfunction later in the day, two switches controlling the water level in the furnace failed, causing the furnace to overheat. The insulation on the steam pipes directly above the furnace became hot, giving off dense smoke and foul-smelling fumes. The furnace was then shut off.

"The main reason we had to

cancel school," said Haynie, "was the lack of heat. But the fumes and smell were very unpleasant, too, and we didn't know what was in the fumes."

The school called the Marshall Fire Department at 7:50 a.m. when the smoke began escaping. According to Jimmy Ramsey of the department, there was no fire when he arrived.

Damage was considered minimal and the furnace was functioning again by 3 p.m. Friday.



TAMMY WARD, 14, poses with the two trophies she won at the Winter Olympics of Baton at Cleveland, Tenn. The larger is for

first place overall, and the smaller is for first place in the Fancy Strutting competition.

## North Buncombe Girl Wins National Twirling Crown

Tammy Ward, a freshman at North Buncombe High School, has been selected as the Junior Miss Majorette of America.

The nationwide competition, featuring 37 contestants, was held Jan. 5-6 in Cleveland, Tenn. It was billed as the Winter Olympics of Baton and sponsored by the Drum Majorettes of America.

In addition to winning overall first place in the 13- to 14-year-old age group, Tammy also won first place in the fancy strutting event, second place in basic strutting, third place in military strutting and fifth place in solo twirling.

Her performance in Cleveland gives her a good chance to capture the summer nationals, which will be held in her native state, in Greensboro. For that event she will practice all spring, gradually increasing from a few hours a day to as many as

eight hours a day. Her coach is Jo Anne Fogle of Spartanburg, S.C., a former Miss Majorette Queen of America.

In addition, Tammy has been chosen as part of a group of American twirlers who will travel in April to Belgium, the only other country in the world where twirling is a competitive sport. The Belgian national championships will be held April 3, and Tammy will help give a series of twirling clinics and exhibitions in conjunction with the competition. She will also tour the Netherlands and parts of Germany on the same trip.

One of her goals is to see the day when twirling becomes a real Olympic event. For this to happen, the sport must be adopted by 20 countries. So part of the purpose of her tour is to promote twirling in other nations.

Tammy has been twirling in

old, with the enthusiastic help of her parents, Mr. and Mrs. Dan Ward of Weaverville, who spend considerable time driving her to meets and lessons.

The way to the nationals in Cleveland was difficult, featuring stiff competition in a number of local and regional meets. Tammy says that North Carolina, along with Michigan, Indiana and South Carolina, is one of the nation's principal twirling states. The two biggest hurdles between Weaverville and the nationals were the state title, Junior Miss Majorette of North Carolina, and the regional title, Carousel Princess, which she won against the best twirlers in the Southeast.

Her practice routine is a tough one, reminiscent of an Olympic training schedule. Now she works out for one to two hours a day, hampered by lack of a good, available mar-

## Marshall Merchants Meet Jan. 24

Members of the Marshall Downtown Merchants Association met last Thursday afternoon at the Marshall library with Bill Hays, vice president, presiding.

Future plans were discussed, and it was decided that the group will begin meeting every Thursday afternoon at the library at 2.

The election of officers will be held Jan. 24 and all merchants are urged to attend.

Present officers include John Dodson, president; Bill Hays, vice president; Leroy Griffin, secretary; and Bryce Hall, treasurer.

## County Men Plan To Start Optimist Club In Madison

The organization of an Optimist Club of Madison made a giant step here Thursday night when 33 interested men from several sections of the county enjoyed a dinner meeting at Mary's Restaurant on the Marshall bypass.

Increasing interest in the club resulted in the pre-organization meeting Thursday following several meetings of members of the North Buncombe Optimist Club, sponsors of the local club, with local residents.

Among the visiting dignitaries present included Kent Self, lieutenant governor, Zone 1, Optimist of the North Carolina District, who congratulated those who spearheaded the drive for the county organization. Self is a member of the Asheville Optimist Club.

Members of the North Buncombe Club spoke to the filled private dining room of the restaurant, including Ronnie Duyck, chairman of the North Buncombe Optimist Club Building Committee; Henry Lasner, member of N.B. New Club Building Committee; David Roberts and Edwin McDevitt, members of the N.B. Club.

Duyck reviewed the past meetings and explained the setup and organizational structure of the meeting which will be held Jan. 24 at Mary's Restaurant at 7 p.m. when officers will be elected for the new county organization. Duyck also cited the many objectives of O.I. (Optimist International) and stated that he was more than pleased with the fine number present and the interest shown. He also urged that the local club



SHADOWLINE WORKERS DEMONSTRATE the steps in making of a short hooded robe. First, Eulalia Chandler takes the computer-drawn pattern. Then Cilla Edwards attaches the pocket, and Virginia Jackson blade-shirrs the hood on.

Finally, Katherine Coates inspects the finished product. This terry cloth garment is so popular, says plant manager Ken Howell, "I wouldn't be surprised if everyone in the United States has one."

## Shadowline Profits By Terry Cloth Boom

Shadowline Inc., in Mars Hill, Madison County's only major apparel manufacturer, is riding the crest of a terry cloth wave that has swept this country in the last few years.

According to plant manager

Ken Howell, sales of terry cloth garments have doubled in the past year alone. Demand has reached the point that the plant no longer manufactures the styles of Polyvelva, Qiana, and other

polyester-based fabrics formerly made in Mars Hill. It now makes just terry cloth garments — loungewear, jump suits, sun dresses, jogging suits, and especially a fast-selling item called the short hooded robe, designed for wearing over a bathing suit.

"I wouldn't be surprised if everyone in the U.S. has one of these robes," said Ken Howell, a young, friendly man who has been manager in Mars Hill since 1974. "This fabric is so popular now that our supplier, Cannon Mills, is selling its entire output months in advance."

Terry cloth is largely a summer fabric, because of its light weight, comfort, and absorbency. The terry made by Cannon Mills is a typical blend — 75 percent cotton and 25 percent polyester. Terry is by no means a new invention, being the classic fabric for manufacturing bathroom towels. (The word terry comes from the French word tiri, meaning to draw or pull, and referring to loops of fabric that are pulled up and sheared off to form the rough surface.)

The Shadowline plant in Mars Hill is the smallest of four Shadowline plants. The

parent plant is in Morganton, the company headquarters. The firm was started 34 years ago by a man named Sherrod Salsbury, who is still chairman of the board. After graduating from the University of North Carolina, Salsbury worked for other firms for several years, then decided he wanted to go into business for himself. He borrowed a couple of sewing machines from his uncle and began producing lingerie; indeed, the company's name for several years was Lingerie, Inc. before it was changed to Shadowline.

Salsbury adopted the concept of having every garment inspected at least twice before it left the shop, assuring consistent high quality of workmanship. His idea was convincing enough to catch the interest of Sears, which became his exclusive retail outlet.

As Ken Howell explains it, this attention to detail has become Shadowline's hallmark since the first years of the company. "As Art Sakowski, the director of personnel who hired me, said, 'We've just made a better mousetrap.'"

Another innovation, one that borders on heresy in the competitive clothing industry, is that Shadowline does not advertise its products. "The product is the only advertisement," wrote Art Sakowski once, "and the money which would be spent for advertising is put into improving the quality of the product and cost to the consumer." It may be the only company throughout the 50 states of any size that does not use advertising.

Sales of Shadowline products are made by a sales staff covering the entire U.S. and territories. There is also a sales showroom in New York City. Products are distributed to about 3,000 department and specialty stores.

The total company product line consists of about 130 styles of gowns, pajamas (matching sets), pajamas, robes, slippers, and panties. All the materials for the finished garments are purchased — tricot, knit and woven fabrics, lace, cut-trimmed ribbons, buttons,



ORGANIZERS of the new county Optimist club met Jan. 17 at Mary's Restaurant in Marshall to discuss plans and club structure.

Already, 55 men have pledged to join the club. Officers will be elected at a second meeting tonight.