



Editorials

Thank You

This edition of The News Record marks the fourth week we have been on the staff as editor. The people of Marshall and Madison County have been cordial to us as newcomers, and they have been complimentary on most of the articles and photo features that have gone into the last four issues.

The time has come to say "thank you" to all those people who have been helpful, patient and understanding to someone who thought Big Pine was a mountain, instead of a creek, and who called various individuals by the wrong names for the first few days.

We want to make The News Record the best newspaper we are capable of making it, and we ask for your continued patience and help in this endeavor.

Many may not know that The News

Record goes to press on Tuesday mornings. This allows us to get the papers to our subscribers and readers usually by late Wednesday, even though Thursday appears as the date of publication on the masthead.

Being a weekly publication, we want to provide our readers with the latest news and announcements possible. Therefore, we try to hold Mondays open for late breaking stories and the final laying out of the pages before our Tuesday morning printing deadline.

It is with this in mind that we draw your attention to the Copy Deadline notice located at the bottom of this page. Your cooperation in submitting your announcements and notices no later than noon on Fridays will aid us in better "serving the people of Madison County."

Heard And Seen

By POP STORY

A brief visit to the island shortly after noon Saturday revealed that the vendors and customers at the flea market and farmers' exchange looked and appeared a great deal more comfortable than they did on back street. At least, shade from the large trees afforded more comfort than the hot asphalt at the former site. Whether or not the interest in the flea market continues is anybody's guess but at least those there found plenty of parking area in addition to the more comforting surroundings.

The annual softball tournament, sponsored by the Marshall Lions Club, is in progress on the island here and the crowds have been pretty large. Both the ladies' teams and the men's teams are competitive and I enjoyed being over there last Thursday night at the opening games. Roy Reeves, who has been an umpire at the games for several years, is doing a fine job behind the plate. It's not easy to umpire some differences of opinion by some of the players and spectators but I didn't hear a single squawk while I was over there. I like the way Roy calls balls and strikes, especially when he lets out loudly, "Stee-rike" when the ball is in the strike zone. The other umpires are also doing a

fine job and everything seems to be running smoothly. Here's hoping the good sportsmanship of players, managers and spectators continues throughout the tournament.

Sunday was a big day for this writer with, in addition to the regular Sunday schedule, there were two special events. Shortly after morning services at the First Baptist Church, Bill and I headed to Zenina Lake where we had been invited to attend the annual Ponder-Ramsey family reunion. It's always a big occasion and, of course, loads of good food to eat. We renewed many friendships with people we seldom see and also with friends we often see. Everyone had a fine time as usual and the picnic lunch was plentiful and delicious.

Sunday night was a special time when, in addition to a brief sermon and a "kickoff" to a Sunday School membership drive, a bountiful buffet supper was enjoyed by a large crowd which filled the fellowship hall. After the supper, Doug Taylor, in behalf of the church, presented our pastor, Mike Minnix, with a new suit, tie, shirt, etc., as a surprise on Mike's birthday. After the presentation, a birthday cake with "Happy Birthday, Mike" on top of the cake, along with delicious homemade peach and chocolate ice cream was enjoyed. It was an enjoyable occasion, indeed.

We'd Like To Hear From You

The News Record welcomes letters to the editor. All we ask is that they be reasonably brief, in good taste, and contain no libelous material. Send your letter on any subject to The News Record, P.O. Box 369, Marshall, N.C. 28753.

Bledsoe Captures Essence Of Carolina Folks

JUST FOLKS — Visitin' With Carolina People, by Jerry Bledsoe, East Woods Press, Charlotte. 208 Pages. \$9.95.

"Jerry Bledsoe is Carolina's Listener Laureate," says Charles Kuralt of CBS News. That's an apt description of this piedmont North Carolina

writer, and JUST FOLKS is the result of what Bledsoe does best: listen to and write about people.

This is a collection of interviews with 66 North and South Carolinians. The interviews have appeared in Bledsoe's columns for the Charlotte Observer and the Greensboro Daily News spanning a period from 1968 to 1979.

Human interest is Bledsoe's strong point, and he captures the essence of these peoples' lives as few others can do with a high degree of sensitivity and perception.

The book is separated into three parts, grouping the people into the three geographic regions of the state in which they live. Bledsoe did this because "the lives and character of many of the people in this book were formed by the land on which they lived: by the vast waters and rich, flat farmlands of the coast, by the small towns and cities of the Piedmont, the rugged and isolated reaches of the mountains."

Wherever he traveled to find his characters, Bledsoe managed to bring back people and stories rich in the cultural traditions of their regions. The

characters are unforgettable, be they rich, poor or famous, and it is to the reader's benefit that Bledsoe has shared them with us.

There's Lee Dough of Manteo who had proof that he once lassoed a whale in his younger days as captain of a fishing boat. But he's 74 and lonely now. "I'm all crippled up," he said. "I can't fish no more."

And there's David (Carbine) Williams of Godwin who revolutionized the manufacture of automatic weapons by inventing the carbine rifle while serving time in prison.

Local readers might be more interested in the fourteen people from the mountains Bledsoe chose to include in the book. His interview with 90 year old Bascom Lamar Lunsford, the "Minstrel of the Appalachians," is both inspiring and touching as Lunsford recounts the happy days of picking his banjo and dancing at the many folk festivals he founded. But, at 90, crippled and suffering from a stroke, the pain of not being able to go out on that stage is perhaps more than anything physical he felt. "It's just terrible to be

90 years old," he said. "... but I believe I could get out there and take a turn. I believe I could..."

And Bledsoe is able to capture the mist and the mystery surrounding Amoneta Sequoyah, medicine man of the Cherokees, as he quotes Sequoyah, "They is a lot of things I'd like to tell, but half the people wouldn't believe it."

JUST FOLKS gives us more than the colorful and memorable characters scattered across this state and part of South Carolina. The book itself, through the craftsmanship of Bledsoe, is an excellent text on the art writing. Bledsoe can put you on the scene and make you feel the weather worn buildings and the lined, leathery faces all with direct, simple words of three syllables or less. He is the kind of writer many... no, most... of us would like to be.

With eye-catching illustrations by Bob Zschiesche and the artful writing of Bledsoe, JUST FOLKS is a book that will bring reading enjoyment to people as varied as the characters Bledsoe writes about.

By Nicholas Hancock

JUST FOLKS

VISITIN' WITH CAROLINA PEOPLE

Jerry Bledsoe



The News-Record

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Doc Watson Headlines Concert

Doc Watson, the walking library of Southern music from Deep Gap, will headline the first concert in the most ambitious entertainment program in the history of Mars Hill College.

Six other nationally and internationally known performers and groups are planned in the year-long series of concerts, lectures, and theatrical presentations sponsored by Mars Hill's Visiting Artists and Lecturers Committee.

The college moved to upgrade the quality of its special events a few years ago, planning the "Culturefest" series to bring several outstanding programs to the school instead of one or perhaps two "big name" performers each year. The committee accomplished this by charging a token admission

fee to each event. This amount, coupled with the monies allocated from the overall college budget, allowed the college to sign the more prominent name performers.

This year's series continues this practice with an individual charge of \$3 and \$5 to each of the seven events, and a special season ticket to all of the performances for \$29.

Doc Watson will bring his unique guitar picking style to Moore Auditorium on Sept. 4 at 8 p.m. There will also be a special children's performance for the school children of Madison County during the morning. There is not much that can be said about Watson that hasn't been said already. His speed and flair have many critics claiming that he is the finest guitar picker working in America today.

Other presentations in the

series will be the Atlanta Symphony on Oct. 1, the Alabama Shakespeare Festival on Nov. 4, and the Vienna Boys Choir on Feb. 4.

On March 12 Georgi Riabikoff, European pianist will perform. April 9 brings the Amazing Kreskin to the campus with his unusual mental feats and demonstrations of ESP. The final performance of the year will be on April 29 with the Louisville Ballet.

Additional information about the season, including tickets and season passes, is available from Robert Dramer, Chairman, Visiting Artists and Lecturers Committee, P.O. Box 117-T, Mars Hill, N.C. 28754.

Delaware, the second smallest of the states in area, is 96 miles long and from 9 to 35 miles wide.

EMC Rate

(Continued from Page 1)

Schedule GS-4 General Service: \$5.25 Basic Facilities Charge, first 1000 kwh at 5.9 cents per kwh, over 1000 kwh at 4.6 cents per kwh.

The 175 watt security light will increase from \$5.25 to \$5.60 per month and the 400 watt light will increase from \$8 to \$8.75 per month.

DOT Sets Road Clean-Up In September

The North Carolina Department of Transportation (NCDOT) will implement its fall clean-up litter campaign the week of September 8-12.

During the week NCDOT maintenance crews, with the help of local and county officials, private businesses and volunteer groups, will be picking up litter along highways across the state.

State Secretary of Transportation Tom Bradshaw said, "Governor Jim Hunt in support of our efforts to clean up roadside litter has proclaimed September 8-12 as 'Clean Up Litter Week in North Carolina.'"

Secretary Bradshaw explained, "This concentrated effort to clear North Carolina's highways of litter is the second phase of a two-fold program conducted annually by the department."

Reports on the spring 1980 campaign to pick up roadside litter revealed that 340 maintenance crews were joined by more than 70 other organizations. As a result, 3700 truckloads of 14,000 cubic yards of litter were picked up from more than 6000 miles of state highway. These figures, when compared to those in the pilot program implemented in the fall of 1979, represent an increase of approximately 65 percent in the amount of litter removed and an increase of over 30 percent in the number of road miles cleaned.

Small Business

News And Views

By ROY THOMPSON, JR.

Determining the goods or services you will sell or provide is important when you're thinking about going into business, but equally important is understanding your potential market.

Some key factors in evaluating how population changes will affect your sales and profits include the shifting age mix of your customers, the population movement in your sales area, and the impact of working women on your business.

The 1980s will be a period of special sales opportunities for both retail and service businesses if you carefully follow the trends of your market. Two long-range trends in population may directly affect your sales and profits: one plots the record number of births in the 1950s, peaking at 4.3 million in 1959; the other records the recent decline of fertility rates among women aged 18-44.

This downward trend in fertility rates is causing a sharp change in our population mix. For example, in the 1970s the number of children under 14 years of age fell 14 percent while the number of adults aged 25-34 grew 39 percent.

The number of senior citizens in the U.S. is also changing rapidly. The population group of those 65 and over grew 24 percent over the last decade and should increase an additional 29 percent during the next 10 years.

In addition, the number of one-parent households is growing. Male-head-of-households grew by 33 percent

from 1970-1980 to 1,600,000, and female-head-of-households rose 51 percent in the same period to 8,400,000.

All of this market information and much more is available from "Sales and Marketing Management." You can order this magazine from "Sales and Marketing Management," 633 Third Ave., New York, New York 10017 for \$30 a year. You can also find the publication in larger public and university libraries.

The late July edition of "Sales and Marketing Management", "Survey of Buying Power," provides a wealth of essential market data. This annual issue divides the North Carolina market by major cities and by counties. For example, under the Asheville heading you will find the effective buying-income (EBI) for the city, the median household EBI, a breakdown of buying income in four income categories by percentage of households, plus an index of how Asheville compares with other North Carolina cities in effective buying power.

You will also find population figures divided by age groups and sales volume figures for eating and drinking establishments; general merchandise, furniture, and appliance stores; and automotive shops.

For further information, write to the Economic Development Division, the Center for Improving Mountain Living, Western Carolina University, Cullowhee, N.C. 28723.

Copy Deadline

Deadline for submitting Memorials, Cards of Thanks, Personal Notes, Hospital Notes, Church News and Special Announcements to The News Record will be 12:00 noon on Fridays. This will insure that your notices will be published in the following edition.