

THE YANCEY RECORD

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MISS HOPE BAILEY

ASSOCIATE EDITOR

T. L. BROWN

SHOP MANAGER

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EDITORIAL COMMENT

(AN EDITORIAL FROM THE SOUTHERN PINES PILOT)

The head of the news bureau at the University of North Carolina, the personable Pete Ivey, who also has a good many as a working newspaperman behind him, undertook recently to give the N. C. Council of Women's Organizations, some advice on how to present their club publicity to newspaper editors.

The advice has been widely reprinted over the state. Editors were happy to publicize information that might help club leaders—not to mention the editors themselves—in their own tones.

At least one newspaper jumped on Mr. Ivey because he had referred to the hypothetical editor used in his illustrations as "the man in the baggy pants."

From personal experience, we'd say that Pete is more often right than wrong in this respect. Anybody who stuffs his legs under a typewriter table and slips in and out of this position 50 times or so a day, often with no time to think of the matter of carefully hoisting pants legs like gentlemen do in the movies and sometimes in real life, too, will affirm that this is no life to foster sharp trouser creases.

BEST TO BE PEST

The same newspaper that didn't like the "baggy pants" designation also disagreed with the conclusion that persons approaching an editor should be considerate in their demands. In effect, the dissenting newspaper's suggestion was that persons seeking publicity make themselves so disagreeable and such a pest that finally an editor would give in to their demands just to get rid of them.

With this point of view, too, we disagree, believing, with Mr. Ivey, that a vast amount of wasted time,

misunderstanding and hurt feelings could be avoided if the public knew more about an editor's problems and how to approach him so that news material would get the best possible treatment.

HEART OF ADVICE

Here is the heart of Mr. Ivey's advice to the ladies—and of course it applies every bit as well to men who have to deal with editors:

"Don't argue with the newspaper editor and try to insist on his printing your club news or printing it exactly as you have written it. Don't be insistent. Don't talk back.

"The editor knows his own newspaper needs, and the best thing to do is write the news briefly, accurately, and fully and let him be the judge of whether it's news and what space it will get.

Study the needs of the newspaper and find out what best suits the newspaper.

"Be the kind of press agent who is so helpful and nondemanding that when the editor sees you coming he will greet you with a cordial smile and seem genuinely glad you have brought something to the newspaper."

Then came The Chapel Hill Weekly, picked up Mr. Ivey's recommendations, approved them and added some more of their own, all of which we commend to the attention of persons bringing news to The Pilot or any other newspaper.

The Weekly's advice listed seven good points:

1. Take the publicity or news of the meeting to the editor the next morning, early. Don't wait. Yours is not the only story he has to prepare or get in the paper. You'll get a better story if your copy is in

-- Overlook On Life --

By WARREN S. KEEVE

Note: The idea of "Overlook" is taken from the Overlooks provided for viewing panorama along the Blue Ridge Parkway.

A group of young people were engaged in an animated discussion the other day as to the way a conscientious representative or senator ought to vote when his own convictions were on one side of the question but the majority of his constituency favored the other. Was he not in duty bound to vote the way the people he represented wished? Some of the group thought emphatically that this was his first obligation and that if our government is to be reckoned a representative form of government, he ought to vote the way the majority in his district would have him vote, insofar as it was possible for him to know what their prevailing sentiment was. Personal opinion should be laid aside, it was suggested, and the opinion of the people made the standard by which he should judge a measure.

Others in the group were not so sure that this was invariably the right policy for a law-maker to follow. Especially if the law had to do with a moral issue, ought not a conscientious man to vote the way his conscience would direct? Supposing 90 per cent of the constituency were in favor of some sort of a law that would legalize gambling devices but the legislator himself deplored such a measure, how should he vote? Here indeed was an arguable point. Whichever side he might take, he would violate a principle (which suggested the inference that in practical political life, some degree of compromising may be inevitable, distasteful though such a thought is to men of integrity).

Another instance of a good political man's plight would be when a bill would come up which would definitely commit the state or the nation to a program of enlightened advance and when the constituency would strongly oppose it, being conservative, perhaps being even too ignorant and blind to know what was for their own good. Many instances could undoubtedly be cited when deplorable prejudice wrecked a projected program that could have done marvelous good to early.

2. Make certain all names are correct. Give both first and last names, and, in the case of married women, use the husband's initials or first name. Don't write only "Miss Jones;" there are hundreds of them. Make Miss Jones happy by giving her first name.

3. Don't ask the editor to run a story of a forthcoming event or benefit in every issue of the paper between the time you bring it in and the day of the affair. Buy some advertising—if you want it plugged that often.

4. If you want to promote a cause or benefit, discuss the complete publicity campaign with the editor. He can help you think of possible stories; then, get them to him.

5. Don't tell the editor if he doesn't give you a long story, you'll take it to the other paper. He knows you've already been there or are going anyway.

6. Don't ask the editor when the story will appear. He'll try to get it in the very next issue. Again, yours is not the only story he has to think about and although his judgment is not infallible, the editor makes a sincere effort to put in the paper first the hottest news he has.

7. Don't ask him to put your story on the front page. If you don't believe the inside pages, specially of the Weekly, are avidly read, just let us make one little tenny, weeny error on one, and we'll refer the calls to you.

NEWS, NOT OPINIONS

All this advice assumes that the editor is a reasonable and conscientious person. And, strange to say, he or she most usually is. Most news, in most newspapers, gets about the treatment it deserves. And we mean news, not expressions of ideas or opinions. These are often accepted or rejected according to the editor's particular convictions or policy.

If persons fail to get their ideas or opinions into a certain newspaper, they should try another, because they may find an editor sympathetic to their way of thinking.

This is altogether different from news, however. News has its own values, apart from ideas or opinions. And real news, well presented to the editor, always gets printed.

all the people. In such an event, how should the conscientious legislator vote? Were he to vote in favor of the enlightened program would he not show himself a forward looking leader? Would not the influence of his stand help to break down prejudice and be a directive to the people's thinking that he also had a responsibility to give? But then, he would run the risk of not being re-elected!

It was thus obvious that these are matters where delicate distinctions enter in and where all the right may not be on one side. Certainly tolerance is called for, and we do well to appreciate the perplexities and dilemmas that will sometimes be tormenting the good man who has gone into political life.

This discussion was heartening evidence that our young people are alert and interested in public affairs. When our schools succeed in bringing them to understand the responsibility that every citizen has to be informed on matters of public interest and to do clear thinking about them, we may feel that the democratic atmosphere of America is indeed a living thing.

RANDOM THOUGHTS

by Doris Burton

It is less than a century since Darwin drew the veil from the fact that we are of common origin with all other animals. The human race is inclined to consider itself separate and apart, and I might add, above any other form of life on this planet, simply because we have the power of reason.

But that reason is a tool that we ourselves use only part of the time. We have not yet accepted the fact that an immense amount of our daily behavior, like that of all living things, is not free action but an expression of our pattern of living or the pattern of the group to which one belongs. We must take into our calculations that it is almost impossible for any individual to break away from their routine, but that to do so often disturbs them to the point of distraction.

"Pattern living" - that is the point I am trying to make. Why do we do everything we do just exactly the way we do it? Because that is the way we have always done it and the way everyone else does it! We don't do a thing certain way because it's more effective or reasonable that way, or even more pleasant, but simply because it is sanctioned.

Why do men go around sweating and sloppily in the summer heat, clad in a long twin cylinder garment with all possible ventilation closed off by means of a strip of colored cloth tied around their necks as though they were laundry bags? There is no reason whatever. Men have dressed that way for longer than anyone can remember, and although Bermuda shorts and cooler shirts have been seen recently, changes are coming very slowly.

In the lives of each individual, there is evidence of the terrible results that can be found from the mere effort of trying to break away from this pattern of living. And at some time in each life, these comes the desire to change things, to live a different sort of life, to be a different person. It is always so much easier to simply conform, to adapt oneself, to be exactly what everyone expects one to be.

The person who cannot conform, becomes one of the pack or the herd, is the most unfortunate person I know. He might just as well have been born with two heads and antlers on each, because he is an outcast, a freak of nature; and until the reasoning power of the human race reaches a much greater height of understanding than it now possesses, he will always be an outcast.

Insecurity and anxiety are part of the price one has to pay for any attempt to shake free from the pattern. The garage mechanic, the farmer's wife, the school teacher, everyone has to get away from home, from familiar surroundings occasionally, or they'll find themselves in a doctor's office with a prescription in their hands for an equalizer and an careful of advice

Obituaries

MRS. MARGARET WRIGHT

Mrs. Margaret Wright, 86, a former Burnsville resident, died Sunday in a Winston-Salem hospital after a long illness.

Funeral services were held Tuesday at 11 a. m. in Pleasant View Baptist Church in Kingsport, Tenn.

The Rev. Ralph Cook officiated assisted by the Rev. Harley Doty, and burial was in West Burnsville Cemetery.

Surviving are four daughters, Mrs. Myrtle Thornton of Alexandria, Va., Mrs. Amos Pellerin, Joe of the U. S. Army stationed in France and Willie of Lexington; three sisters, Mrs. Ada Massey Misses Cynthia and Barbara Wright of Kingsport; four sons, W. J. and Warren of Kingsport, of Mohawk, Tenn., Mrs. Minnie Murphy of Hunt Dale, and Mrs. Amanda Brooks of Concord; a brother, Charlie Buchanan of the state of Washington; half-brothers, Lonnie Edwards of Burnsville and Luther Edwards of Johnson City, Tenn.; and 17 grandchildren.

NOTICE

There will be a Republican Rally at the Courthouse on October 12th at 7:30 p. m., according to Dick Bailey, Yancey County Republican chairman.

people will come innovations, new ideas, new concepts of living, and of which this old earth is in desperate need.

Don't let the pattern, which has stopped whole cultures for centuries, keep you on a torture-rack. Don't let anyone tell you how to live your life. Remember, you have only one life to live. Let the pattern-followers follow the pattern, but if you are unhappy doing so, then reach for the freedom which is there for every man. It is attainable!

MARK YOUR CALENDAR

OCT. 19, BIG DOOR PRIZES AT ROBERTS CHEVROLET, Inc. See The New '57 CHEVROLET

MRS. J. C. PETERSON

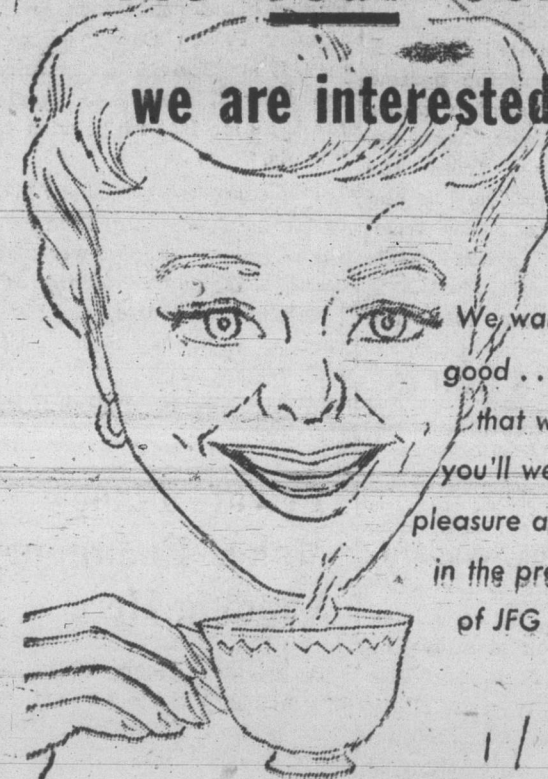
Funeral services for Mrs. J. C. Peterson, 83, who died Tuesday morning at Cane River at the home of a son, W. H. Peterson, following a long illness will be held today (Thursday) at 2 p. m. in Cane River Baptist Church. The Rev. A. Z. Jamerson will officiate and burial will be in the Peterson Cemetery.

Surviving are one daughter, Mrs. Rose McCurry of Day Book; two sons, W. H. Peterson of Cane River, and Neale Peterson of St. 1, Weaverville; 16 grandchildren, and several great grandchildren.

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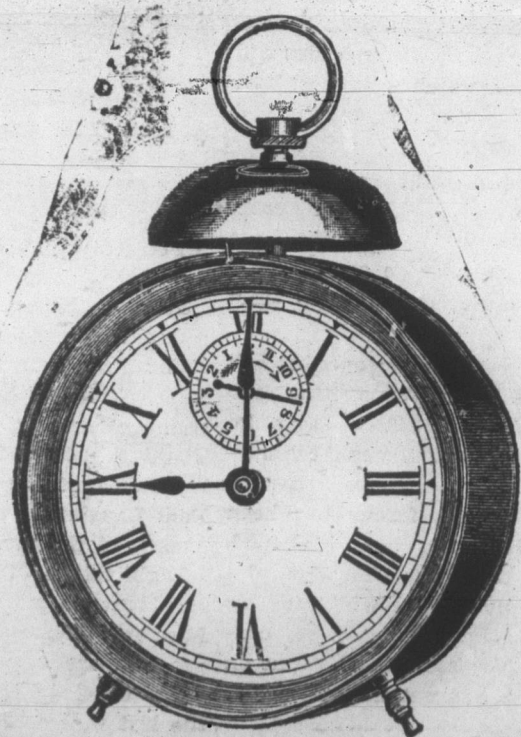


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