

Latest Statistics Show Yancey Folks 'Eating Out' More Often

BY BILL MANCK
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Restaurant owners and operators of other types of food service outlets should be encouraged by the latest estimates of household expenditures recently published for Yancey County.

According to the copyrighted article, "The Survey of Buying Power" in Sales and Marketing Management Magazine, the expenditures for "eating out" by Yancey County residents have increased by 80% since 1967. The article gives this "typical household budget" (for 3 people) for retail purchases in the county:

Food	\$1,571
Automobiles	833
General Merchandise	298
Eating & Drinking Places	166
Drugs, other Health Aids	153

Furniture, furnishings and appliances 23
Total spent (at retail)... \$3,044

The average household in Yancey County only spent about \$95 for eating out in 1967. While most household expenditures have increased, the competition between eating at home and eating away from home is quite interesting.

Several factors seem to be influencing this rapidly developing trend to eat out more often:

- 1) The average household has more income and can afford to eat out more often;
- 2) The number of households in which both husband and wife work has increased and therefore the family has the means and desire to eat out more often;
- 3) The food service industry is highly competitive in most areas,

and restaurant owners are extremely aggressive in attempts to attract consumers; 4) The proliferation of varied fast food chains that cater to the faster pace of life which more people have adopted. Another claim is that the increasing cost of food at the supermarket has made eating out more economical than it was in the past.

Whatever the cause, the 80% increase in expenditures for food consumed away from

home is considerably higher than the 30% increase in discretionary income which Yancey County households have experienced since 1970. Discretionary income is the money left over after basic necessities such as taxes, rent, etc. have been paid.

It appears that both at the county and state levels, households are spending a larger proportion of this discretionary income on food

eaten away from home than ever before. If this is true, it suggests that life styles are changing for North Carolinians and going out to eat, instead of being a special treat, is becoming a way of life.

If this trend continues to develop as it has, we can expect to see over \$750,000 spent annually in restaurants within Yancey County in years ahead.

health watch

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Aspirin, in a sense, is a wonder drug. You might find that hard to believe since it has been around for so long and is generally used to treat such common ailments as headaches and colds. The fact is that aspirin is one of the most useful drugs ever developed.

It is really three drugs in one—it brings down fever, it is a pain killer, and it reduces inflammation. Since inflammation causes pain and joint damage, aspirin's anti-inflammatory and pain killing properties are most important for the arthritis sufferer. In fact, aspirin as we know it today was actually developed for the treatment of rheumatoid arthritis and it is still the drug of choice for this condition.

Aspirin is a member of a family of chemicals called "salicylates" a term derived from the Latin word "salix" meaning willow. The bark of the willow tree is a source of such chemicals although today they are usually manufactured synthetically. The common name aspirin comes from "spirin" meaning spirea plant which was an early source of the drug.

Aspirin is so commonly used that most people feel it is nothing special to take for a serious disease. Many a person has gone to his doctor and grumbled because the only prescription he received was for aspirin.

It is not known exactly how aspirin works the way it does. However, researchers now believe that aspirin suppresses the production of prostaglandin, a group of hormone-like substances which are felt

to play a major role in causing inflammation. They also believe that aspirin somehow modifies the effect of certain enzymes responsible for causing inflammation and joint damage.

While most of us tolerate aspirin well, there are some possible side effects. Nausea

and ringing in the ears are the most troublesome side effects of aspirin and can usually be controlled by reducing the dosage. When you visit your physician tell him if you are taking aspirin so that cross reactions with other medications can be avoided.

Farm Income Tax, Records Workshop

The Agricultural Extension Service in Yancey County is sponsoring a Farm Income Tax and Records Workshop on Tuesday night, December 6, 7 to 10 p.m. at the Yancey County Courthouse.

The workshop is designed to provide information on tax law changes, record keeping, tax estimating procedures and

strategies in managing taxable income or losses. The speaker will be Steve Sutter, Extension Farm-Business Records Specialist, WCU.

The topics should be of interest to all farmers. There will be extra time for questions. Call 682-6186 if you have questions about the workshop.

Phone Co. Offers To Purchase Stock

Western Carolina Telephone Company, a subsidiary of Continental Telephone Corporation, announces today that it is offering to purchase any and all shares of its Common Stock for cash at \$20.00 per share net to the seller.

The offer, which expires at 6:00 P.M. E.S.T. on December 23, 1977, is to purchase all shares of Common Stock held by any stockholder, a tender by a stockholder of less than all of the shares owned by him will not constitute a valid tender pursuant to the offer.

As of November 1, 1977, Western Carolina Telephone Company had 1,350,637 shares of Common Stock outstanding; of these, 1,315,114 shares, or approximately 97% were owned by Continental Telephone Corporation, Atlanta, Ga. Management of Western Carolina has been

informed that Continental will not tender shares pursuant to the offer.

Copies of the Offer Purchase will be available at the offices of Wachovia Bank and Trust Company of Winston-Salem, which will serve as Depository and Solicitor for the offer.



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Folk-Ways and Folk-Speech



If this edition of Folk-Ways reads more like a food column than a commentary on folklore, blame it on rosemary, that is, the herb.

I made my first conscious acquaintance with this marvelous plant at the Great Falls of the Elk, near Elk Park, at a picnic presided over by Mrs. Sue Murry of Valle Crucis. Among the delicacies spread on a huge boulder just below the falls was Cornish hen, sprinkled with rosemary. I've been under its spell since that day.

"Spell" is an apt word, it appears, for it has a lengthy association with folklore. In ancient times, for instance, it enjoyed a reputation for strengthening the memory. According to herbal lore sources, it thus became a natural emblem of fidelity in lovers.

Because of its symbolism, it has frequently been used at weddings, funerals, and various types of both religious and secular festivals.

At weddings it was woven into the wreath worn by the bride after first being dipped into scented water. Sprig of the shrub were also given to the wedding guests as symbols of love and loyalty.

The Romans apparently believed, perhaps partly because it is an evergreen, that it signified the immortality of the soul. Thus it was used in their embalming process. Even today rosemary leaves are sometimes strewn over coffins just before they are lowered into the ground as emblematic of the life to come.

Perhaps because rosemary was usually grown by housewives along garden walls or in the kitchen garden, it also became a symbol of the dominance of the mistress in the household. Jealous males often deliberately pulled up or otherwise attempted to destroy this supposed threat to their household rule.

In some areas rosemary has been conceived of as a charm to ward off witches and the power of other evil influences. Perhaps this is tied in within an old legend which associates the growth of the plant with the height of Christ: presumably after thirty three years it may continue to grow in breadth but not in height.

It once was the custom to burn rosemary in sick rooms, sometimes along with juniper berries, to purify the air and prevent infection.

Medically, rosemary has been used as a tonic, an astringent, a diaphoretic, and stimulant. Appalachian residents have often used the leaves and flowers in brewing a tea recommended for nervousness, liver problems, headache, colic, and stomach disorders.

Rosemary water was also once frequently used in the bath. Called "the bath of life," it was supposed to promote vivacity and good humor in the user. Young ladies proclaimed that a wash made from rosemary was a sure way to get rid of freckles.

Nowadays rosemary is more and more finding its way into shampoo and hair rinses, often in combination with borax. It purportedly stimulates the hair-bulbs to renewed activity and prevents premature baldness. Often it appears as an ingredient of anti-dandruff preparations.

But it is as a culinary herb that rosemary has made its greatest contribution. Used with chicken, veal, lamb, beef and in various other meat dishes, sauces, and gravies, it imparts a stimulating odor and an unforgettable flavor. Sufficiently intoxicating, as we have noted, to turn a folklorist into foods columnist!



The recent floods in western North Carolina will no doubt result in many weather tales to be recounted over the years by mountain story tellers.

Certainly this was the case with the great flood of '40 which still provides conversation and stories for those who remember this disaster.

Time has lightened the memories, however, and often the humorous side comes to the fore.

Valle Crucis resident Sue Murry tells the story of a Banner Elk grist mill operator who did a thriving business grinding turns of corn for folks up and down the mountain.

The mill itself was anchored to several huge rocks in a stream some fifty yards from the miller's cabin. Its major feature was its huge wooden wheel, representing hours and hours of labor in its fashioning.

Thus in the time of heavy rains, the Miller spent a considerable amount of time

calculating the effect of rising waters on his prized creation.

When the forties flood struck, the owner watched anxiously to see whether his business would be swept away.

His worst fears were realized when the churning waters swept a huge chestnut log into the water wheel, breaking it into a thousand splintered pieces.

Heavy rains continued to fall, the creek waters increased their velocity, and threatened the rest of the mill.

At this the miller, not known to be especially religious, fell to his knees and began to pray.

"Oh, Lord, here's Old Bill Flagg a'talkin' to ye. Have pity on me, Lord, and don't let my mill be washed away. Here me this one time, Lord, and I will seldom if ever call upon Thee again. I will not be like Preacher Loop at the Mission, eternally ding-donin' at Thee. I know that Thou didst promise S.T. Paul that never again wouldst Thou let the earth be covered with water, but h'it is lookin' might scrupulous."

About this time a huge rush of water descended on the mill, lifted it from its anchorage, and sent it careening down the stream.

Out of the corner of his eyes, Bill witnessed the destruction. Without interrupting his prayer, he changed his plea to the commentary:

"Now, by God, Thou hast eternally played Hell with me and mine!"

Readers are invited to send folk materials to Folk-Ways and Folk-Speech, Appalachian State University, Box 376, Boone, North Carolina 28608.

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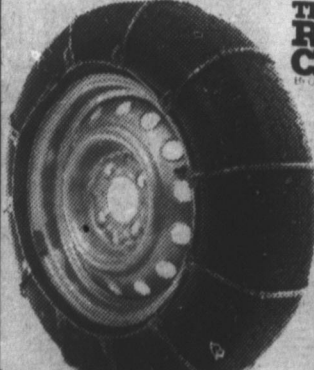
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