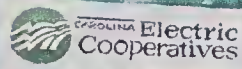


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# CAROLINA COUNTRY

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**CAROLINA COUNTRY**

(ISSN 0008-6746)

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338,000 HOMES

VOLUME 24, NO. 10, OCTOBER 1992



OFFICIAL PUBLICATION

CAROLINA ELECTRIC COOPERATIVES

Carolina Electric Cooperatives provides reliable and safe electric power to more than 1.6 million North Carolinians served by the state's 28 non-profit, consumer-owned electric cooperatives. *Carolina Country* publishes information on issues of interest to co-op consumer-members who live and work in more than 600,000 homes, farms and businesses in 95 of North Carolina's 100 counties.

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# CAROLINA COUNTRY

**COVER STORY**

The manager of Four County EMC, Burgaw, says the state's co-ops and their member-owners will benefit from a program to inform the public about services provided by the co-ops.



Page 13

**FEATURE**

Carolina Electric Cooperatives: A new name for the organization that, arguably, has done more than any other to improve the lives of North Carolinians in the last 50 years.

**FEATURE**

Do you believe this fish story? Catfish, crawfish, shellfish, bass and trout straight from North Carolina farms.

**EDITORIAL**

"The Bootlegger's Daughter," by Johnston County's Margaret Maron.

**EDITORIAL**

Electric cooperatives throughout North Carolina became community coordinators for a massive relief effort on behalf of Hurricane Andrew victims.

**EDITORIAL**

Hungry boy cookies.

**EDITORIAL**

Pineville man appointed to state REA board ... The 1993 White House Christmas tree will come from Mitchell County ... Cheerwine turns 75.

**EDITORIAL**

Festivals in Richlands, Montgomery County, Holden Beach, Linden, McDowell County and Charlotte.

**EDITORIAL**

Cooler weather means pleasant hours in the garden.

**EDITORIAL**

By adopting a new name, North Carolina's electric co-ops have become part of a

national trend. New corporate names are being introduced far more often this year than in 1991. A total of 653 were announced during the first six months.

**EDITORIAL**

Letters about Gwyn Price, chestnuts, kitchen helpers, hoeing backwards, the blessings of electricity, and an early leader of Four-County EMC.

**EDITORIAL**

James town artist Vance Garvin painted this illustration to help Carolina Electric Cooperatives introduce the new name and corporate theme. "Energy To Get Things Done." For details, see page 6.



# Public needs to know about the advantages of electric co-ops

BY EDWARD E. BROWN JR.

**D**o you know that the electric cooperatives in North Carolina serve 58 percent of the state's land area? Do you know that collectively the electric co-ops are one of the state's top 20 corporations?

If not, you soon will know these facts because of a new effort to inform the public about North Carolina's electric cooperatives.

The co-ops proudly have played a role in improving life for millions of North Carolinians—a role we still play vigorously by providing reliable electric service, encouraging economic development and offering special assistance to rural families.

To tell our story more effectively, the state's 28 co-ops—called Electric Membership Corporations—have joined together to speak in one voice as never before. That voice will be embodied in a new name for the entire family of electric cooperatives: Carolina Electric Cooperatives.

Also, we have developed a comprehensive communications plan to help Tar Heel citizens recognize the organization as one of the state's major utilities.

While the electric cooperatives have been serving North Carolinians for more than 50 years, recent surveys indicate that only 30 percent of the state's residents are aware of the co-ops.

Our research also reveals that many co-op consumer-members don't recognize these not-for-



Edward E. Brown Jr.

profit businesses as part of a powerful statewide and national network.

This may be because each co-op is an independent, locally operated business with roots running deep in the communities they serve.

In addition, these cooperatives were chartered as Electric Membership Corporations and their identity has become blurred by the names that are used for them: "the power company," "the EMC," "the co-op,"—even "the REA," which should apply only to the federal agency that provides financing for electric and telephone co-op projects.

Also contributing to the lack of identity is the absence of a coordi-

nated advertising campaign. The co-ops are taking steps to address this problem by adopting the new name for our cooperative network, and by inaugurating a broad plan for presenting the new identity across the state. *Carolina Country* will be part of the effort, carrying the message through articles, commentary and ads. The ads will also appear in other media while similar TV spots are airing in major markets. We're convinced this plan will pay dividends for the cooperatives and the more than 1.6 million consumers we serve.

Many local co-ops have improved their efficiency and effectiveness by using communications, including advertising, to inform members about services, many of which save the co-op money.

In addition, by promoting electricity the co-ops show that they believe in their product. This also gives our members the information they need to help themselves and the cooperatives.

The member-owned electric cooperatives also have an obligation to keep their members informed about business affairs, electrical safety and the wise use of energy.

In trying to entice new industries into an electric co-op's territory, we also need to communicate with business leaders and industrial development specialists. This, too, involves an investment that will produce a return benefitting all our members.

We're confident that making Carolina Electric Cooperatives more visible will boost our pride and effectiveness.

*Edward E. Brown Jr. is manager of Four County Electric Membership Corporation, Burgaw.*



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Carolina Electric Cooperatives commissioned this month's Carolina Country cover illustration, a watercolor by Jamestown artist Vance Garvin.

The images depict the network of North Carolina's electric cooperatives, which serve about 600,000 homes and businesses across the state. The network, now known as Carolina Electric Cooperatives, will focus attention on its services under the theme, "Energy To Get Things Done."

Garvin specializes in architectural illustrations and watercolor paintings. He established his own firm, Garvin & Associates, in 1983 and works primarily with architects and designers.

Trained in art at Florida State University and the University of North Carolina at Greensboro, Garvin began a career in commercial art in 1965. He worked as a designer, illustrator and art director in Virginia and North Carolina, concentrating on outdoor advertising.

His sign art has won several awards, including a 1979 first place prize and a 1983 third place prize in competitions sponsored by the National Electric Sign Association.

In recent years, Garvin's work in the fine arts has earned him several honors. A member of Associated Artists of Winston-Salem and the High Point Fine Arts Guild, Garvin has exhibited in juried shows and won awards for watercolor painting, including recognition by the North Carolina Watercolor Society.

He began working in pastels two years ago. One of his recent paintings was accepted in the Pastel Society of America's annual international juried

exhibition in New York, which opened in September.

In 1991, the National Park Service commissioned and published his painting depicting the first flight of the Wright brothers at Kitty Hawk. The commemorative montage poster is available for \$20 plus \$4.70 for postage, handling and sales tax.

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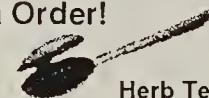
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Overall, a third of 819 adults contacted by telephone in March and April said their ancestors fought in the war, 30 percent said they had not, and 37 percent did not know.

The Institute for Research in Social Science conducted the poll for UNC-CH's Center for the Study of the American South.

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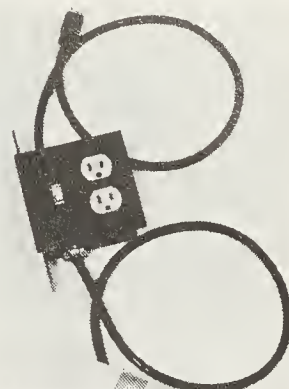
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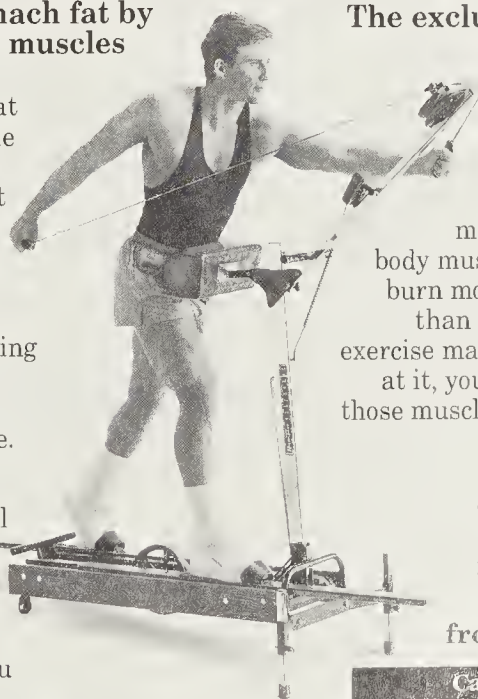
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# Carolina Electric Cooperatives: One name, one team, one vision

**B**eginning this month, people across North Carolina will become reacquainted with an old friend who has a new name: Carolina Electric Cooperatives.

That's the new name for an organization that, arguably, has done more than any other to improve the lives of North Carolinians over the past 50 years.

The name refers to the network of 28 electric co-ops that brought electricity to the state's farms and rural communities when no one else would.

Now, when the master of ceremonies says, "As I say your name, please rise," all branches of the Carolina Electric Cooperatives family can stand tall in response to a single name.

"Adopting a new identity is a significant step for any organization," said Wayne Keller, executive vice president of Carolina Electric Coop-

eratives. "An organization's image and identity are critical to success in these times."

The cooperatives, which have been focal points for rural development for half a century, now serve more than 600,000 homes and

the marketplace is important when it comes to attracting new business while providing reliable service to established customers.

Public recognition is becoming more important than ever before, as North Carolina's population

growth is outpacing that of most other states, and the demand for power steadily tracks that growth.

Meanwhile, all utilities are girding for heightened competition during the 1990s as families and businesses increasingly exercise new freedom to choose where they buy

their energy supplies.

"If a company relocates to a co-op's area, we can see that recognition of the power supplier as one team, with one identity, will increase our competitive advantage," said Keller, an engineer who spent 30 years on the staff of Blue Ridge Electric Membership Corporation

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Carolina Electric Cooperatives refers to the entire network of electric cooperative organizations that serve 1.6 million North Carolinians and 58 percent of the state's land area.

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businesses in 95 North Carolina counties. These member-owned, non-profit enterprises operate on an equal footing with the investor-owned and public power utilities serving the state.

Yet the electric co-ops aren't as well known as their investor-owned competitors. Being recognized in



(EMC), Lenoir, before taking his current post.

Every customer of an electric cooperative is a member-owner. This local ownership and control contribute to the high ratings electric co-ops receive for providing dependable, reliable service.

However, most co-op members remain generally unaware of the business and political stature co-ops

maintain as part of an organization that ranks among the state's top 20 companies. This may be due in part to the various names that are used for these operations.

A local co-op might be called "the EMC," "the power company," "the co-op," even "the REA"—a reference to the Rural Electrification Administration, a federal lending agency that was set up in 1935 to help utilities extend power into sparsely populated areas.

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*See related editorial, page 4.*

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The statewide organizations, created by the co-ops to provide services more efficiently, also are part of Carolina Electric Cooperatives, a name that was chosen as part of a year-long research project.

Carolina Electric Cooperatives emerged as the top choice for the new identity.

"We learned early in the study that the word *cooperatives* carries positive connotations for most con-

sumers," said Jay Johnson, manager of Corporate Communications for the Carolina Electric Cooperatives.

"The extensive research that was conducted helped us narrow our choices. The final choice drew high marks for conveying an image of

vice and assistance to help local communities prosper.

Just as each of the 28 co-ops is owned by its members and operated under policies set by an elected board of directors, everyone in the Carolina Electric Cooperatives fam-



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# CAROLINA Electric Cooperatives<sup>SM</sup>

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## *Energy To Get Things Done<sup>SM</sup>*

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strength and for being easy to remember."

### **ALL FOR ONE, ONE FOR ALL**

The name Carolina Electric Cooperatives carries the complete identity of the state's electric co-ops: rooted in Carolina history, they provide reliable basic electric ser-

vice and assistance to help local communities prosper. Just as each of the 28 co-ops is owned by its members and operated under policies set by an elected board of directors, everyone in the Carolina Electric Cooperatives family is "a stakeholder in our company and everyone has a voice in how our business is run," said Eugene W. Brown Jr., manager of Roanoke EMC, Rich Square, and president of the North Carolina Electric Membership Corporation.

*continued on page 10*

## **What Is Carolina Electric Cooperatives?**

Carolina Electric Cooperatives is the only utility in North Carolina whose territory spans the state from the mountains to the coast. These statistics show Carolina Electric Cooperatives as a vital and powerful component of the state's overall economy and electric utility industry. The state's 28 electric cooperatives:

- Provide quality service to more than 1.6 million North Carolinians in about 600,000 homes, farms, industries and businesses.

- Operate in 95 of the state's 100 counties.

- Rank as one of North Carolina's top 20 companies.

- Serve 58 percent of the state's land area.

- Have \$3.2 billion in assets.

- Record \$604 million in annual sales.

- Employ more than 2,500 North Carolinians.

- Pay local and state taxes totaling more than \$45 million a year.

Although Carolina Electric Cooperatives' three corporations share a common management structure, they were set up as separate companies to meet various legal requirements.

"By keeping the existing names, we can move forward with the new name without legal entanglements," Brown said.

Each corporation has a distinct mission in providing services to the local EMCs:

- The North Carolina Electric Membership Corporation provides power generation and transmission, using its own facilities while also buying power from other suppliers.

- The Tarheel Electric Membership Association is a centralized purchasing and materials supply operation that takes advantage of volume buying to offer attractive prices to the EMCs.

- The North Carolina Association of Electric Cooperatives provides trade association services such as training, government and community relations, public relations, marketing and economic development.

The name Carolina Electric Cooperatives also will serve as an important focal point for the 2,500 employees of electric cooperatives in North Carolina.



"The employees take a lot of pride in what they do and in being part of this self-help program," said J. Ronald McElheney, executive vice president of Jones-Onslow EMC, Jacksonville, and president of the N.C. Association of Electric Cooperatives.

"I believe the new identity for North Carolina

will reinforce that feeling for many of the employees, helping them to

see that they're part of a larger co-op network with 28 branches in the state and more than 1,000 across the country."

Carolina Electric Cooperatives' employees are responsible for upholding the co-ops' reputation for providing reliable service and reasonable rates.

"Most of our employees take a great deal of satisfaction from the relationship we have with our members and from seeing themselves as part of a broad program to serve rural areas," said Gary A. Whitener, manager of Rutherford EMC, Forest City and chairman of Carolina Electric Cooperatives' executive committee.

He said that's why many employees stay with the co-ops until they retire.

#### MEMBERS OF CAROLINA ELECTRIC COOPERATIVES

All 28 electric cooperatives, known as Electric Membership Corporations (EMCs), are members of Carolina Electric Cooperatives, which has offices in Raleigh.

The co-ops and their headquarters are:

Albemarle EMC, Hertford

Blue Ridge EMC, Lenoir

Brunswick EMC, Shallotte

Cape Hatteras EMC, Buxton

Carteret-Craven EMC,

Morehead City

Central EMC, Sanford

Crescent EMC, Statesville

Davidson EMC, Lexington

Edgecombe-Martin County

EMC, Tarboro

Four County EMC, Burgaw

French Broad EMC, Marshall

Halifax EMC, Enfield

Harkers Island EMC,

Harkers Island

Haywood EMC, Waynesville

Jones-Onslow EMC, Jacksonville

Lumbee River EMC, Red Springs

Pee Dee EMC, Wadesboro

Piedmont EMC, Hillsborough

Pitt and Greene EMC, Farmville

Randolph EMC, Asheboro

Roanoke EMC, Rich Square

Rutherford EMC, Forest City

South River EMC, Dunn

Surry-Yadkin EMC, Dobson

Tideland EMC, Pantego

Tri-County EMC, Dudley

Union EMC, Monroe

Wake EMC, Wake Forest

"It's quite common now to see co-op workers retiring after more than 40 years," Whitener said, adding: "It also isn't at all unusual to find several members of one family with ties to the co-ops. You'll have a man at one co-op, his son at another and maybe his sister at yet another."

Carolina Electric Cooperatives' Raleigh office was established in 1952. It now has a staff of 130 in three locations.

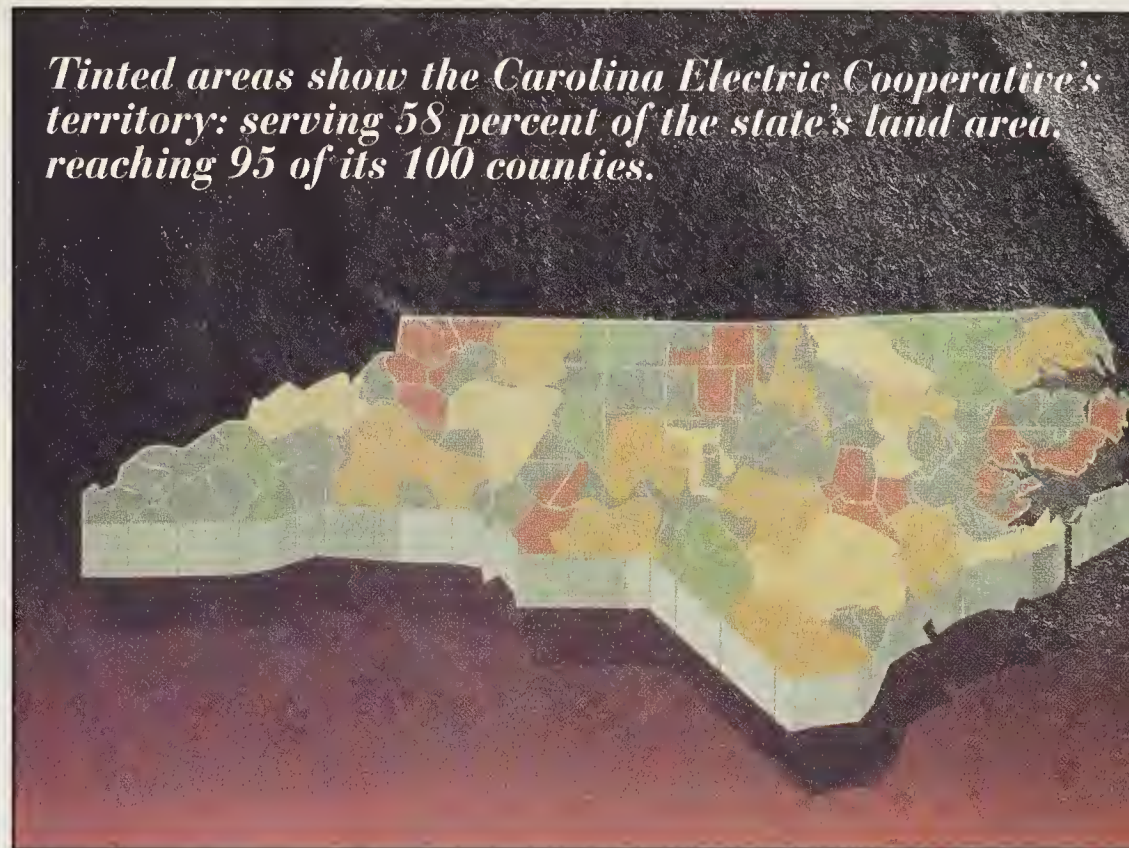
The Raleigh staff of Carolina Electric Cooperatives engage in such projects as a nationally-recognized load management program, which controls some 250,000 appliances and reduces peak demand for power by more than 160 megawatts, saving the EMCs millions of dollars each year.

The central purchasing and materials supply operation saves the co-ops time, money and storage space by maintaining a warehouse for supplies that can be shipped out overnight as the EMCs need them.

Other activities include government relations, communications, engineering, marketing, data processing and a full service credit union for employees of electric and telephone co-ops.

"Given the nature of the state staff's duties, it has helped the local co-ops do a better job, playing an important role behind the scenes," said Martha McKnight of Sparta, a director of Blue Ridge EMC, Lenoir, and president of Tarheel Electric Membership Association.

"With the new name and identity, I believe the public will see how we're all linked together in order to



*Tinted areas show the Carolina Electric Cooperative's territory: serving 58 percent of the state's land area, reaching 95 of its 100 counties.*

provide better service to the consumers," she said.

North Carolinians will get plenty of opportunities to learn about

reasonable rates.

Three 30-second television commercials will air on selected stations in key markets. Ads also will appear in newspapers, magazines and on radio to describe Carolina Electric Cooperatives and identify local co-ops.

Educational displays, videotapes, brochures and local news materials will be available to all communities where local co-ops plan to present this message.

"The name Carolina Electric Cooperatives conveys an image of strength, and it's symbolic of what this program

has become after 50 years on the scene," said Wayne Keller.

"We're still a federation of diverse individual co-ops, but we've been able to join forces as a unified organization."

"The name reflects this sense of unity and our commitment to working together on behalf of the consumers we serve."

---

**"The name Carolina Electric Cooperatives conveys an image of strength, and it's symbolic of what this program has become."**

*—Wayne Keller*

---

those links in 1993, as Carolina Electric Cooperatives uses media outlets throughout the state to convey this message.

In various forms, it will be a story of local businesses that are committed to local communities and families, a story of statewide economic development initiatives, a story of reliable electric service at

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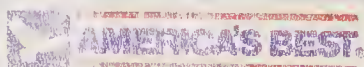


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area

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County \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

SEND BILL TO: (Adult responsible for payment)

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F2G03C

# Something fishy is going on down at the farm

BY MICHAEL E.C. GERY  
ASSOCIATE EDITOR

Once upon a time, American kids and even their parents would turn up their noses at a fish dinner, saying the dish was too boney or too "fishy." Some people never gave fish a chance.

Today, America's appetite for fish is growing.

For one thing, healthy diets are catching on, and most fish are low in fat, low in cholesterol and high in protein.

For another thing, fish can taste good.

In addition, fish are good for the North Carolina economy.

Good for the economy?

"The demand for fish is rising and rising," says Tom Ellis, director of North Carolina's Aquaculture and Natural Resources Division. "The wild fisheries can't keep up with it."

As an example, Ellis says, you can't always get oysters in summer. And sometimes, a fisherman going



photos by Duane Salstrand Studio, Raleigh

Using a seine net during the fall harvest of hybrid channel catfish at the Warren farm, Sampson County.

out for flounder or trout may have bad luck or bad weather.

So, he adds, if we want more fish, we should raise our own. And North Carolina has the weather, the water and the will to do just that.

Enterprising North Carolinians

who are growing their own fish and making a living at it have acquired a taste for the endeavor pretty easily.

In the western mountains, people have been growing trout for about 30 years. The annual production from some 130 operations is nearing six million pounds, placing North Carolina in the top five trout-farming states in the U.S.

Tar Heel trout show up in restaurants and food markets from New York to Florida. Some growers, like Bob Blankenship at Cherokee Trout Farm in the Cherokee Indian Reservation, have cast their lines farther into other markets with products such as trout dip and trout caviar.

On the coast, farmers are producing clams and oysters at almost any time of year. The state's Division of Marine Fisheries has issued 320 leases for shellfish gardens. And a relatively new kind of lease for a "water column" has been issued to Carolina Cultured Clams on Harkers Island, which is served by Harkers Island EMC. The business, which is operated by Doug Brady, grows seafood in rafts and on the bottom for wholesaling through Brady's Captain Otis Seafood restaurant.

## CRAWFISH, BASS AND CATFISH

Research conducted at North Carolina universities has opened new channels for North Carolina aquaculture. Catfish farming has taken off in a big way. And coming on fast are crawfish and hybrid striped bass.

A crawfish boil promoted at Raleigh's State Farmer's Market this summer sold 2,050 pounds of crawfish in one hour.

A favored and flavorful ingredient of New Orleans-style etouffie and

*continued on page 14*

*continued from page 13*

gumbo, crawfish have been grown in managed Louisiana ponds for years.

"Why should Louisiana grow all the crawfish when there are plenty of people here who like it?" says Ellis.

A dozen crawfish farmers already produce almost 100,000 pounds of the small crustacean per year from North Carolina's coastal plain, according to state figures.

It's considered an industry with great potential, Ellis says, because of its relatively low maintenance and labor costs.

A good crawfish farm requires flat land, canals or creeks, and plenty of water. The land is typically diked, planted with a forage crop, and flooded in late spring or early summer. Crawfish feed on the bacteria that results, and they just grow bigger and reproduce. An acre pond can yield 500 to 600 pounds of crawfish. And once it's stocked, the ponds just continue to produce.

Since 1986, crawfish farms have surfaced from New Bern to Hertford.

Aubrey Onley's "red swamp" crawfish are getting along swimmingly at his Old Neck Farm in Perquimans County, which is served by Ablemarle Electric Membership Corporation, Hertford.

Onley rounds up the bigger ones (3 to 7 inches) in traps and spreads them on trays to be washed. Then the crawfish, also known as "fresh water shrimp" and "swamp lobsters," are ready to sell or ship. Onley has been buying crawfish from other growers and shipping them to markets throughout the state. Shipped fresh overland, crawfish are still perfectly fresh two days later.

Striped bass has entered local



*Catfish weighing one to three pounds are ready for market.*

aquaculture more recently. In the Beaufort County area, about 150 acres in ponds are yielding about 4,000 pounds of hybrid striped bass per acre, according to the Division of Aquaculture and Natural Resources.

Lee and Harvey Brothers, whose operation in Aurora is served by Tideland EMC, Pantego, are the state's leaders in striped bass farming. Applying methods tested by researcher Ron Hodson, of North Carolina State University's Sea Grant program, the brothers cultivate eggs until they become fingerlings.

They either sell the fingerlings to other farmers or place the young fish in ponds until they reach market size. The best markets are in the Northeast, where people have long had a hankering for striped bass, but where the wild resources have lost fish population.

Catfish farming has become a robust business in the eastern coastal plain. The Aquaculture and Natural

Resources Division reports that about 4 million pounds of catfish will be harvested this year from more than 1,600 acres of ponds.

"And we need more farmers," says Tom Ellis. The state supplies only about 1 percent of the U.S. demand. The Mississippi delta area is the chief catfish producer, but Ellis says that territory now has about all the catfish ponds it can sustain.

Catfish aquaculture may be profitable, but those in the business warn against the notion of a quick and easy buck.

Setting up a catfish farm requires an initial investment which may not see a profitable return for at least two years.

A 50-acre catfish farm consisting of four ponds can cost as much as \$160,000 to establish. And conditions must be managed properly, or the fish and investment could both go belly up.

Pond water must be mechanically

aerated to maintain proper oxygen levels, and fresh water must be pumped in when necessary.

Various electric cooperatives around the state have assisted catfish farmers install and maintain their paddle wheel aerators and generally build their operations.

At present, catfish brings a price of about 58 cents per pound, which is considered lower than usual, mainly because of intensive competition in the Mississippi delta region. But Ellis says an expected shortage next year, coupled with the broadening American taste for catfish, should bring the price up. In spring 1991, he said, catfish brought 80 cents a pound.

Carolina Classics Catfish is the main processing facility for fresh-grown North Carolina catfish. The plant in Ayden can handle all the catfish it can get—from its own 1,000 acres in ponds and from other farms it has contracted with in eastern North Carolina.

The company then sells most of it wholesale to supermarket chains and distributors. Current production is about 70,000 pounds of fish per week, says Robert Mayo, who began the business in the mid-1980s.

Carolina Classics packages and delivers the boneless catfish as nuggets or fillets in five styles: fresh, frozen, breaded, Cajun-style or salted.

Three other processors also operate in the state. Captain Jim's Aquatic Farm in Currie began this year to grow game fish and fingerlings and is supplying fish to restaurants. In Bladen County, Dewey Davis contracts with some farms and sells to local markets. And in Johnston County, Lane Gregory grows and sells fish, processes crops from other farms, and serves the tasty white meat at Lane's Restaurant.

Jeff Warren's farm near Roseboro in Sampson County sends his catfish to Carolina Classics. Once a chicken farm, the Warren place now has 12 acres in ponds containing hybrid channel catfish. It's the chief business of the farm now.

Warren plants 50,000 5-inch catfish minnows in five ponds. The minnows are fed specially-processed grain twice a day, and eight to 10 months later they reach market size (1 to 3 pounds).

Harvesting is done with seine nets which allow smaller fish to escape. As the smaller fish grow, they are cap-

tured in subsequent harvests. Then the process begins again with minnows.

The Warren farm is served by South River EMC, Dunn.

In Chowan County, Mark Frey also supplies hybrid channel catfish to Carolina Classics Catfish. Frey's farm, Albemarle Aquaculture, consists of four 10-acre ponds, each of which holds about 5,000 fish per acre. The operation is served by Albemarle EMC.

### FLOUNDER, RED DRUM?

While the eastern and western areas of the state are suitable for growing fish, the Piedmont has been left high and dry for now. But there is hope that region will also move into aquaculture.

North Carolina State University's Tom Losordo is experimenting with intensive aquaculture in "fish barns," which use recirculating water rather than ponds. Such systems could permit farmers to raise some types of fish that can't be grown in ponds. They include the tasty African tilapia, red drum and even flounder.

#### CLASSIC CATFISH STEW

(by Carolina Classics Catfish, Ayden)

5 pounds skinned catfish (whole or fillets)

½ pound fatback or bacon

3 medium onions, diced

4 medium potatoes, diced

3 to 5 cups water

Salt and pepper to taste

Milk to taste

Parboil whole catfish for approximately 10 minutes; drain and debone (boneless fillets may be used as they are). Fry bacon until crisp and remove; add onions to bacon drippings and cook until tender. Add water, potatoes and catfish. Salt and pepper to taste. Cook over low heat until potatoes are well done. Add milk until you have reached the desired stew consistency. Return to slow boil and cook for 3 minutes. Serve hot. Makes 8 to 10 servings.

#### Resource Information

For information about aquaculture in North Carolina, contact Tom Ellis, Aquaculture and Natural Resources Division, Department of Agriculture, 2 W. Edenton St., Raleigh, N.C. 27611. Phone: (919) 733-7125.

For related business information, contact your local EMC or Bud Lohman, Marketing and Economic Development Department, Carolina Electric Cooperatives, P.O. Box 27306, Raleigh, N.C. 27611. Phone: (919) 872-0800.

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# EMC Annual Meetings Calendar

Electric  
Membership

Date Corporation Time Location

## October

20 Lumbee River, Red Springs Registration: 6 p.m.  
Business Mtg.: 7 p.m.  
Givens Performing Arts Center, Pembroke State University, Pembroke

31 Rutherford, Forest City Registration: 10 a.m.  
Business Mtg.: 11 a.m.  
East Rutherford High School, Forest City

## November

7 Tri-County, Dudley Registration: 12:30 p.m.  
Business Mtg.: 1:30 p.m.  
Spring Creek School, Highway 111, Goldsboro

12 Pitt & Greene, Farmville Registration: 6:45 p.m.  
Business Mtg.: 7:30 p.m.  
Farmville Central High School, Auditorium, Farmville

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## CAROLINA COUNTRY WINS KUDOS IN TWO NATIONAL COMMUNICATIONS CONTESTS

**C**arolina Country has taken top honors in two national competitions for magazines.

The magazine received two writing awards in a contest sponsored by the national organization of rural electric publications and also won an "award of excellence" in a competition sponsored by a Washington, D.C. publisher.

The writing awards included a first place plaque for editorials and an honorable mention for news writing. The contest drew entries from the editorial staffs of statewide rural electric publications across the country.

Meanwhile, Communications Concepts in Washington cited *Carolina Country* in the "most improved magazines/journals" category of its "Apex" competition for the communications profession.

The *Carolina Country* editions entered in the competition reflected the change in editorial content and design which took place between the 1991 and 1992 publishing years.

The magazine enhanced its content and design after a statewide readership survey was conducted in 1991.

The Apex '92 competition attracted 3,610 entries, of which 491 were entered in several categories in the magazines/journals group. A total of 555 entries received awards.

The Apex contest judges were senior editors of Communications Concepts, which specializes in resource information for organization and freelance communications.



*On the shores of White Lake at Camp Peeler.*

## CAMPAIGN AIMS AT OPENING R.J. PEELER CAMP YEAR-ROUND

**T**he R.J. Peeler Camp at White Lake will be available for year-round use for the first time if a \$1.5 million fundraising effort is successful.

Built in the 1920s, the camp is used by Future Farmers of America (FFA), as well as alumni, church, civic, community and education groups during warm-weather months. About 250 campers and guests can be accommodated each week during the FFA summer camping season.

Youths sponsored by North Carolina's cooperatives use the camp as part of the Cooperative Youth Leadership Camp, an annual project of the Cooperative Council.

Since 1984, FFA members, agriculture teachers, alumni members and others have contributed nearly \$350,000 for renovations at the camp. Additional improvements are needed to prepare the facilities for year-round use, according to Charles Keels, state FFA advisor.

He said the funds will help build a kitchen/dining/conference center, a recreation center and units for program leaders and chaperones.

Since the campaign began in Au-

gust 1991, it has raised "close to the \$300,000 mark," says Keels.

In addition to \$1.5 million for the camp, the North Carolina FFA Foundation's "Now More Than Ever" campaign hopes to raise another \$1.5 million in endowment funds. That money will support the traditional FFA activities of leadership and personal development, competitive events, awards and recognition programs, curriculum development, and increased public awareness about agriculture, agricultural education and FFA.

The 22-member volunteer steering committee is co-chaired by James A. Graham, state commissioner of agriculture, and William B. "Bob" Jenkins, president of the N.C. Farm Bureau Federation.

FFA has 400,746 members in 7,431 local chapters throughout the United States, Puerto Rico, Guam and the U.S. Virgin Islands. There are 13,283 FFA members and 225 local chapters in the public schools of North Carolina.

For more information, write to the N.C. FFA Foundation, Inc., 137-D Hunt Club Lane, Raleigh, N.C. 27606 or call (919) 859-4792.

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**"THE BOOTLEGGER'S DAUGHTER"**

Margaret Maron. Mysterious Press, 1992. New York. \$18.95.



**THE PLOT TWISTS, TURNS AND SURPRISES, BUT JOHNSTON COUNTY WRITER MARGARET MARON HAS LAID OUT ALL THE CLUES FAIRLY FOR WHO-DONE-IT DEVOTEES.**

**D**eborah Knott is a lawyer who wants to be a judge. She has a good chance to win the election despite the fact that her father is the notorious bootlegger Kezzie Knott. At 82 years of age, he's more a reminder of Colleton County's romantic past than a figure of influence in New South politics.

Just when Deborah is at her busiest with appearances at church gatherings, barbecues and fish fries, Gayle Whitehead asks for her help. It's been 18 years since Gayle's mother, Janie Whitehead, was murdered, and now Gayle is old enough to want the case reopened.

All of her life, people have looked on Gayle with pity and curiosity when they realize that she was the baby who was found in the old mill near her mother's body. As a murder victim, Janie has taken on the qualities of a plaster saint, and Gayle knows nobody could have been *that* good.

Before Gayle leaves for college she wants to know what her mother was really like. After reading newspaper clippings about the case, Gayle has come to believe the murderer was probably someone she knows. Her greatest fear is that it was her father. So she seeks help from Deborah, her old babysitter, who knows the county and people involved.

Deborah reluctantly agrees to ask a few questions. In the best murder-mystery tradition, her questions un-

earth secrets Colleton County's citizens would rather forget. They put Deborah in danger of losing the election and possibly even her life.

The plot twists, turns and surprises, but Johnston County writer Margaret Maron has laid out all the clues fairly for who-done-it devotees. Such well-crafted work is familiar to Maron fans who have followed the development of Sigrid Harald, New York City detective, through a series of mysteries featuring her exploits. This volume is also reminiscent of Maron's "Bloody Kin," a mystery set in Johnston County that offered a

splendid sense of local color.

As in her previous work, the author has created a central character whose life is as interesting as the mystery she sets out to solve.

*As in her previous work, the author has created a central character whose life is as interesting as the mystery she sets out to solve.*

out to solve. Deborah's relationship with her father and her struggle as a professional woman in a small town add depth to the novel.

Like Gayle, Deborah understands what it is like to be stared at and whispered about because of a parent's notoriety. She loves her father, but can't understand why he objects so vehemently to her election bid. Does he think she would be betraying him by working for the judicial system that sent him to prison? In looking into Janie's past, she also examines her own history.

"The Bootlegger's Daughter" offers readers an entertaining glimpse of the changes that have marked the history of Southern life over the past 20 years.

—Phyllis Hacken Jolusou

# Co-ops serve as hurricane relief collection sites



*Items were sorted and labeled by Carolina Electric Cooperatives' employees in Raleigh before they were shipped to the North Carolina Food Bank.*

**N**orth Carolina's electric cooperatives became magnets for supplies bound for victims of Hurricane Andrew in early September.

The electric co-ops, well-known as leaders in community service in counties across the state, served as coordinators, collection sites and shippers of truckloads of donated goods ranging from bottled water to tools to medical supplies.

The cooperatives publicized their availability as collection sites immediately after the hurricane struck south Florida and the Louisiana delta region. Within a week, trucks from the co-ops headed to three central collection points coordinated by Carolina Electric Cooperatives' Raleigh offices.

Carolina Electric Cooperatives' arranged for 18-wheel trailer trucks to pick up the donations at Crescent Electric Membership Corporation in Statesville, Lumbertown EMC in Red Springs, and at the Raleigh offices. Volunteers at the three sites sorted the supplies Sept. 2 and 3, and the trucks delivered their loads to the North Carolina Food Bank in Raleigh, which coordinated shipping to the disaster areas. Overload donations were picked up Sept. 4.

"We've received a tremendous response from the electric co-op com-

munities in the state," said Wayne D. Keller, executive vice president of Carolina Electric Cooperatives.

"That's no surprise, really. We are the only electric utility that serves customers, literally, from the mountains to the coast. The co-op employees, directors and members have weathered all kinds of disasters—from northeasters, hurricanes and tornadoes to ice storms and blizzards. They feel a strong sense of empathy for the Andrew victims."

Dan Cook, a communication specialist in the Raleigh office who helped coordinate the statewide effort among the 28 member co-ops, said he was overwhelmed by the generosity shown by co-op staffs and their



*North Carolina's electric cooperatives sent three truckloads of boxed goods to hurricane victims in early September.*

communities. He shook his head in amazement as Albemarle EMC's 15-foot truck arrived from northeastern North Carolina, filled to the walls with well-packed cartons, only 6 days after the relief project began.

Tideland EMC organized a "Caravan of Hope" in its territory covering areas in Pamlico, Beaufort, Hyde, Washington and Dare counties. Engelhard students sent bags with individualized toiletries. Ocracoke Island, which has seen plenty of hurricanes, sent a truck by ferry to the mainland so loaded that Tideland's district manager Waverly Bond could barely squeeze inside the cab to drive it.

Cook praised the co-op staffs who took time to volunteer and the Tarheel Electric Membership Association's work in obtaining and loading the trailer trucks.

"It's really touching because so many of our people put aside other concerns to concentrate on helping people in need," Cook said.

Keller said: "The memory of Hugo remains strong, particularly to the employees of electric utilities. We have a tradition of getting things done quickly, and getting them done right."

photos by Michael E.C. Gery

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R51980	<input type="checkbox"/> 100% Silk "Flying Ace" Scarf. Full yard banner of white silk	only \$ 3.00 w/jacket		\$
R51990	<input type="checkbox"/> Classic Aviator Glasses. Protects from glare & ultraviolet rays	only \$ 3.00 w/jacket		\$
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(R52004-05) TOTAL				\$

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Our authentic WWII Air Force style B-15 Bomber Jacket will not be sold by the company at this—or any—price in any store since we sell direct to the public. Every imported Bomber Jacket is *guaranteed* for lifetime wear, or your money back.

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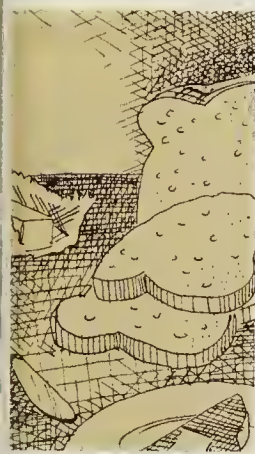
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**HUNGRY BOY COOKIES**

Submitted by Alva Jo Carver,  
Maggie Valley

- 1 cup white sugar
- 1 cup brown sugar
- 2 sticks margarine, softened
- 2 eggs, room temperature
- 2 cups all-purpose flour
- 1 teaspoon baking powder
- 2 teaspoons soda
- ½ teaspoon salt
- 1 cup coconut
- ¾ cup chopped dates
- 1 cup chopped pecans
- 1 (6-ounce) package butterscotch chips
- 1 cup raisins
- 2 cups oatmeal, *not cooked*
- 2 cups Rice Krispies

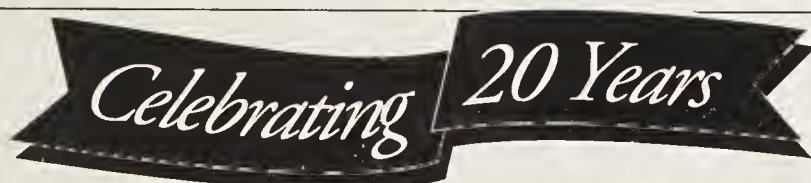
Cream sugars and margarine together. Add eggs. Beat until well mixed. Add flour, baking powder,

soda and salt which have been sifted together. Mix well. Add coconut, dates, pecans, butterscotch chips, raisins, uncooked oatmeal and Rice Krispies. Stir by hand until well mixed. Drop by teaspoon on cookie sheet. Bake 10 to 12 minutes at 325 degrees. Immediately take off cookie sheet (or they will be too hard). The cookies will not look done when taken out of oven. Makes 6 to 7 dozen.

**WANT TO SHARE RECIPES?**

If you would like to share a recipe with Country Kitchen, send it to *Carolina Country*, P.O. Box 27306, Raleigh, N.C. 27611.

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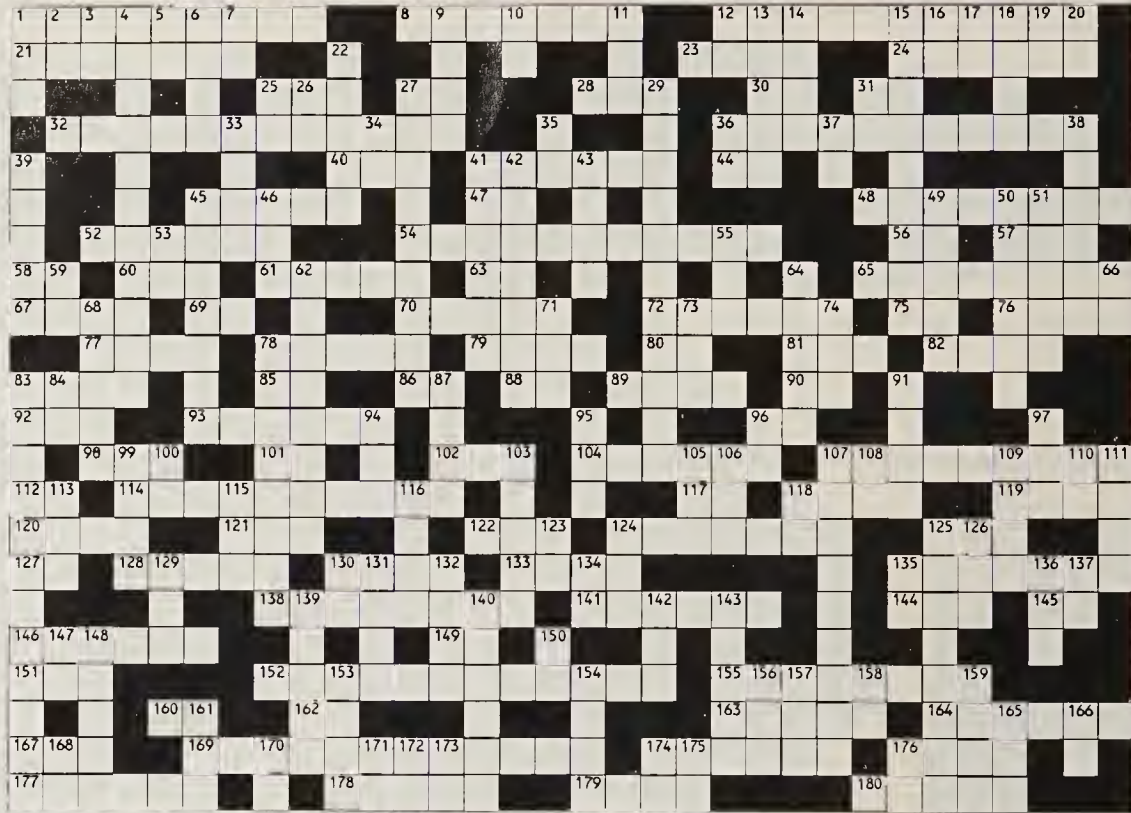


P.O. Box 220609 Charlotte, NC 28222

CC10

# CROSSWIRES

By Judith M. Smith



**ACROSS**

- 1. Manmade object in orbit
- 8. Sends and receives electromagnetic waves
- 12. Transmits programs
- 21. Desert
- 23. British word for jail
- 24. Performers
- 25. Not hers
- 27. Symbol for copper
- 28. Short for ampere
- 30. South Dakota
- 31. Abbr.: operation
- 32. System of gears in automobile
- 36. A decoder
- 40. Abbr.: east by north
- 41. An artist' workroom
- 44. "\_\_\_ You Like It"
- 45. Make
- 47. Symbol for iridium
- 48. Lacking wires
- 52. Located far away
- 54. Science of economical structures, equipment and systems
- 56. Symbol for tellurium
- 57. Abbr.: Army Post Office
- 58. Abbr.: Egyptian
- 60. Abbr.: missing in action
- 61. Town \_\_\_
- 63. Nevada
- 65. Keeps track of
- 67. Locale
- 69. Abbr.: extra large
- 70. Distinguishing feature
- 72. Middle
- 75. Abbr.: road
- 76. Prefix meaning outer
- 77. Against
- 78. Type of wire
- 79. Territory
- 80. Minnesota
- 81. Unit of energy absorbed from radiation
- 82. Type of waist wrap
- 83. Short for initial
- 85. Abbr.: overdose
- 86. Abbr.: Red Cross
- 88. Abbr.: light
- 89. Satellite \_\_\_
- 90. Prefix meaning again
- 92. Short for Nancy
- 93. What you use to make lemonade
- 96. Abbr.: delivery
- 98. More than nine
- 101. Abbr.: promissory note
- 102. Acronym: National Institutes of Health
- 104. Area
- 107. Governmental privilege
- 112. Biblical abbr.: Ephesians
- 114. Advise
- 117. Abbr.: driver's license
- 119. Gift \_\_\_
- 121. Abbr.: assistant
- 129. Prefix meaning current, flow

- 121. Pigpen
- 122. Color
- 124. Output
- 125. Acronym: Daughters of the American Revolution
- 127. Abbr.: font change
- 128. Rent
- 130. Baby bed
- 133. Rational
- 135. To be in accord
- 138. To control or direct
- 141. To shift or change
- 144. Debt
- 145. Acronym: southeast
- 146. Turn
- 149. Used interrogatively
- 151. Poetic: ever
- 152. Contract to receive publications
- 155. Specified frequency bands for TV
- 160. Symbol for element chlorine
- 162. Abbr.: Physical Education
- 163. A coniferous tree
- 164. \_\_\_ pentameter
- 167. Hat
- 169. To establish in position for use
- 174. Not ugly
- 176. Prefix meaning to the inside
- 177. To make certain
- 178. A type of bird domesticated in Asia
- 179. Spice
- 180. Irritated

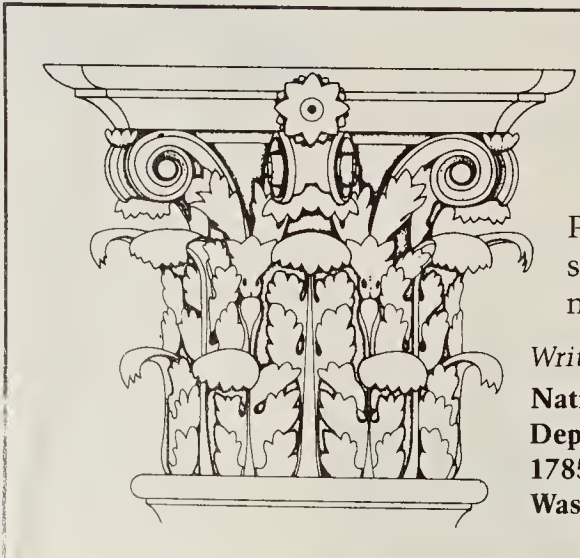
**DOWN**

- 1. \_\_\_ Francisco
- 2. First two letters of the alphabet
- 3. Symbol for tantalum
- 4. To make greater
- 5. Abbr.: load

- 6. Opposite of gain
- 7. Opposite of out
- 9. Person, place or thing
- 10. Abbr.: elevated train
- 11. Costing an \_\_\_ and a leg
- 12. Symbol for barium
- 13. \_\_\_ are red....
- 14. Short for Oldsmobile
- 15. Circuit that temporarily stores electric charge
- 16. Alternating Current
- 17. Abbr.: street
- 18. \_\_\_ box
- 19. Symbol for erbium
- 20. Letters between Q and T
- 22. Thing of value
- 25. Hawaii
- 26. Verb; form of be
- 27. Changes from one to another
- 29. Listing events for presentation
- 31. Goes with either
- 33. Trading center
- 34. Abbr.: ibidem
- 35. Symbol for ruthenium
- 36. Abbr.: district attorney
- 37. California
- 38. Spa
- 39. \_\_\_ per hour
- 41. An indicator
- 42. Petty
- 43. Food regimen
- 45. \_\_\_ cable
- 46. Abbr.: Atomic Energy Commission
- 49. Tears apart
- 50. Most recent
- 51. Age
- 53. Michigan
- 55. Actor Beatty
- 59. Abbr. government issue
- 62. Two words - type of computer memory

- 64. Tote
- 66. Abbr.: south
- 68. To spoil
- 71. Trinitrotoluene
- 73. Abbr.: ensign
- 74. Scottish "No"
- 78. High-speed, logical processor
- 83. Distorted signal reception
- 84. Abbr.: North America
- 87. Contraction: can not
- 91. Catch game with this
- 94. Ocean
- 95. Abbr.: Graduate Record Exam
- 96. Biblical abbr.: Daniel
- 97. Prefix meaning not
- 99. Short for ecology
- 100. Not yes
- 103. Structure for dwelling
- 105. What you say at weddings

- 106. Aged
- 107. Occurring at intervals
- 108. Sun god
- 109. Injure
- 110. Initials for Secret Service
- 111. Suffix meaning diminutive
- 113. Abbr.: pharmaceutical chemist
- 115. Abbr.: Selective Service System
- 116. Hammer and
- 118. Abbr.: water close
- 123. Abbr.: each
- 124. Seat in a church
- 125. Received from satellites
- 126. Acronym: African Methodist Episcopal
- 129. Consume
- 130. Abbr.: Coast Guard
- 131. Messages
- 132. Actor Max \_\_\_
- 134. Nova Scotia
- 135. Abbr.: company
- 136. Put to good \_\_\_
- 137. Abbr.: northeast
- 139. Explode
- 140. Follows 29
- 142. Hotel
- 143. Motor \_\_\_
- 147. Abbr.: Old English
- 148. Vacations
- 150. Where it's \_\_\_
- 153. Sun \_\_\_
- 154. Charged particles
- 156. Chapeau
- 157. Work of \_\_\_
- 158. New Hampshire
- 159. Satisfy
- 161. Untruth
- 165. The \_\_\_ Squad
- 166. Iowa
- 168. Article meaning item
- 170. Abbr.: Senior
- 171. Louisiana
- 172. Abbr. for lines
- 173. Acronym: Alcohol Anonymous
- 174. Movie rating
- 175. Prefix meaning again
- 176. Symbol for iridium



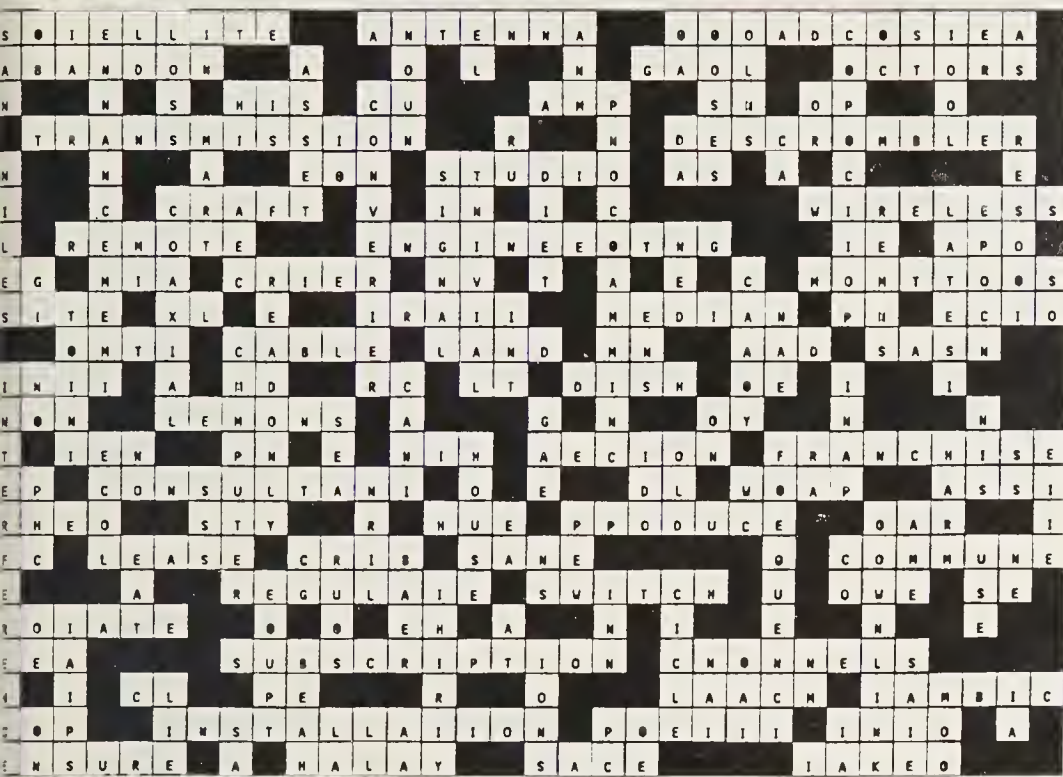
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Solution to CROSSWIRES on page 24.



**BOOK DEPICTS HISTORY OF THE BUTNER COMMUNITY**

**A**n illustrated history of Butner has been published to commemorate the 50th anniversary of the creation of Camp Butner as a military base.

The book, "Voices from the Field," describes the people and the community of Camp Butner prior to 1942, the events that led to the creation of Camp Butner and how the community was affected by the creation of the army base. The book also profiles Butner today—its people, industry, education and religion.

Located on about 40,000 acres in Granville, Person and Durham counties, Camp Butner was the site of an extensive training facility for men and women during World War II.

Camp Butner, which opened in 1942, was home to the 78th Lightning Division, a military force whose mission was to train recruits for combat as quickly as possible. German and Italian prisoners of war were brought to Camp Butner, where they served as cooks and performed other duties.

When the war ended, the state of North Carolina purchased 13,000 acres of land at Camp Butner, where various facilities now stand: the John Unstead Hospital for the Mentally Ill, the Unstead Correctional Center, the N.C. Rehabilitation Center for the Blind, a federal prison and others.

Today, Butner covers 1,300 acres and has a population of about 6,000.

Eddie L. Smith researched and wrote the 245-page book, which features photographs by former Durham photojournalist Ben M. Patrick. Copies can be ordered for \$16.25 postpaid from Eddie L. Smith, 504 Central Ave., Butner, N.C. 27509.

**EXERCISE**

Does Your Heart Good.



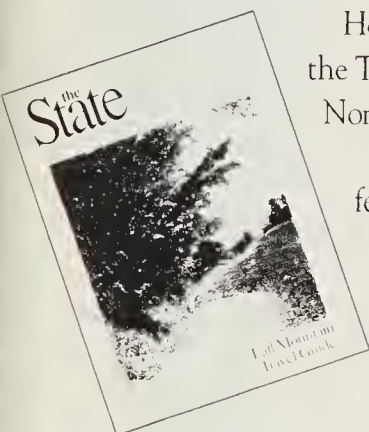
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**the State**

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The State Magazine

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# Cookbook sales help fight hunger

**T**he Watauga County Hunger Coalition in Boone has gathered recipes and art work for a new cookbook to help in their efforts in fighting hunger and poverty.

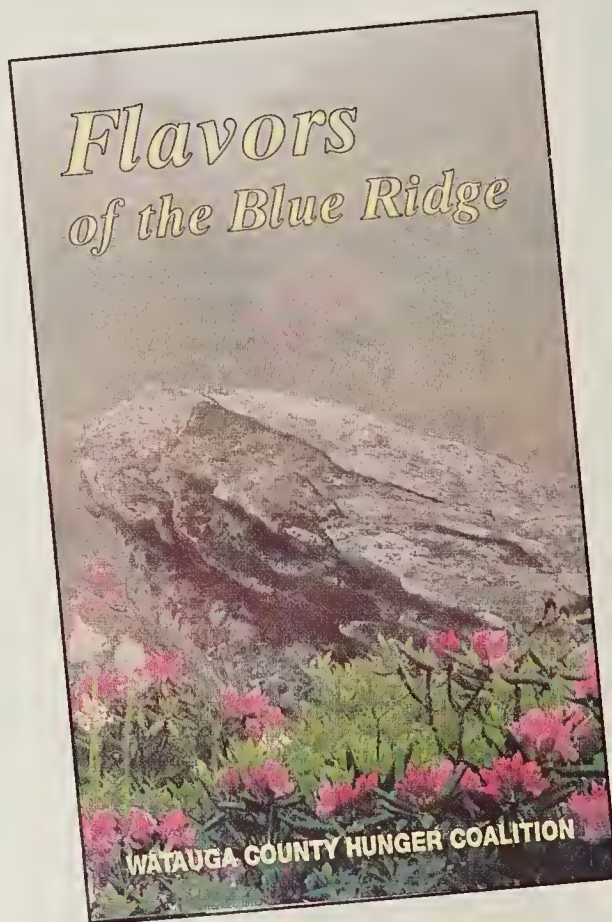
The recipes and art work all come from the community, and according to Cinda McGuinn, the coalition's director, "this is a great cookbook. Also, the art by William Bake, Richard Tumbleston and other local notables is unsurpassed."

Three recipes from the book are featured here.

The coalition provides food to needy families in crisis and other carefully selected families every two weeks. It also gives emergency cash to those in need of medication, heating fuel or funds for utilities. Money is also provided to families in danger of becoming homeless. The coalition also operates the DELTA Community Jobs Project that helps clients find jobs and get back on their feet.

The Hunger Coalition depends on the community for its existence. Volunteers, food and cash donations are always welcome. Donations are tax-deductible. To order a copy of the cookbook or to make a donation, send \$10 plus \$2 for postage and

handling to Watauga County Hunger Coalition Cookbook Fund, P.O. Box 70 DTS, Boone, N.C. 28607. Make checks payable to Watauga County Hunger Coalition Cookbook Fund.



## **PORK CHOP BAKE**

- 6 pork chops, medium cut
- 5 Granny Smith apples
- ½ cup sugar
- ¼ cup flour
- Cinnamon

Butter a 9 by 13-inch dish; peel apples and slice in bottom of dish. Mix sugar, flour and cinnamon; sprinkle over apples. Place raw pork chops on top of apples. Bake, uncovered, for 1 hour at 350 degrees. Do not over bake.

## **POPPY SEED CHICKEN**

- 1 medium-sized chicken
- 1 can cream of chicken soup
- 1 stick margarine, melted
- 1½ cups Ritz cracker crumbs  
(1 roll will make enough crumbs)
- 1 cup (8 ounces) sour cream
- 2 tablespoons poppy seed

Cook chicken, bone and ent in small pieces. Mix chicken soup and sour cream. Mix with chicken. Put in baking dish; top with crumb mixture of margarine and Ritz crackers crumbled. Sprinkle poppy seed on top. Bake at 350 degrees for 25 to 30 minutes, until bubbly.

## **MONKEY BREAD**

- 1 package frozen yeast rolls
- ½ cup white sugar
- 1½ cups brown sugar
- 3 teaspoons cinnamon
- 1¼ sticks butter
- ½ cup chopped nuts

Thaw rolls and cut in half. Grease tube or Bundt pan. Mix white sugar and cinnamon and roll the dough in this mixture. Line bottom of pan with a layer of rolled dough. Mix brown sugar and butter. Let boil 1 minute. Add nuts. Pour some over layer of rolls. Continue to layer the pan with rolls and brown sugar mixture. Bake at 350 degrees for 35 minutes. Cover with foil for 20 minutes.

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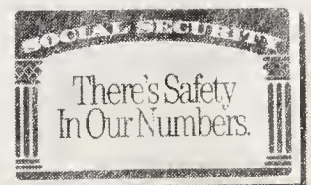


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Department of Health and Human Services

# Tar Heel youths honored at national co-op institute

*The North Carolina delegation participated in the annual event through the sponsorship of the Cooperative Council of North Carolina.*

**T**wo North Carolina high school students were among the winners in an essay contest at the recent National Institute on Cooperative Education (NICE) in Denver.

They were Clark Wyatt of Mars Hill, who won the second place prize, and Chris Wilkes of Highlands, who finished third. First prize went to Beth Ann Huffman of Troutville, Va.

Participants wrote essays on the subject, "Cooperative Strategies in a Changing World."

The Tar Heel students were part of a North Carolina delegation that participated in the annual event through the sponsorship of the Cooperative Council of North Carolina.

Eight other students and four adult counselors traveled with E. Carlyle Teague, council president, to attend the five-day program.

Other students in the group included Dana Harris of Pantego, Ly Choy Soy of Jefferson, Mandy Pope of Stony Point, Jeremy Troxler

of Brown Summit, Lisa Webb of Statesville, Teresa Williams of Louisburg, Carol Hassell of Elizabeth City and Kirk Kearn of Troy.

Also attending were Becky and Larry Galliber of Harmony, who were

selected as the Outstanding Young Couple at the council's annual couples conference last year.

Adult counselors traveling with the group included Bob Usry of N.C. State University and his son, Sid; Shirley Phillips of North Central Farm Credit, Yadkinville; Jeff Lowe of South River EMC, Dunn; and Becky Hilburn of the Cooperative Council staff.

A number of other North Carolina co-op employees and directors also attended.

The opening "mixer" for the youth was an activity called "Make It Fly," which was conducted by Bob Usry.

Lisa Webb and Chris Wilkes also participated in the talent show.

A special feature of the youth program was a presentation titled, "Winners," by Dave Rowe, a former professional football player who is manager of member and public relations at Randolph EMC, Asheboro.



*The North Carolina students who visited Denver to participate in the 1992 National Institute of Cooperative Education were (front row, from left): Carol Hassell, Dana Harris, Jeremy Troxler and Ly Sor; (second row, from left): Clark Wyatt, Kirk Kearn, Chris Wilkes, Mandy Pope, Lisa Webb and Teresa Williams.*

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Advertising that does not conform to these standards or that is deceptive or misleading is never knowingly accepted.

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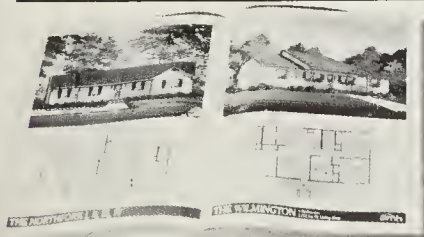
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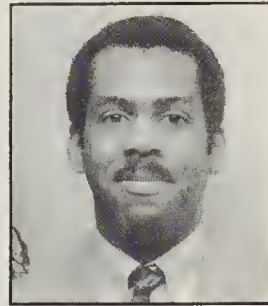


**A WHITE HOUSE CHRISTMAS TREE FOR 1993 ... CHEERWINE IS 75 YEARS OLD.**

**PINEVILLE MAN NAMED TO STATE REA BOARD**

**G**ov. James Martin has appointed Gerald Montgomery of Pineville to the board of the North Carolina Rural Electrification Authority.

He was named to the seat that was left vacant by the resignation of



Richard Rodney Robinson of Elizabeth City.

The unexpired term ends in 1993.

Montgomery is *Gerald Montgomery* loss prevention manager for United Parcel Service's Western Carolina District, based in Charlotte.

The agency reviews plans by electric and telephone co-ops to expand or improve services before plans are submitted to the Rural Electrification Administration in Washington. The authority also monitors the quality of services provided by the co-ops.

**EXTENSION PIONEER INDUCTED INTO HALL OF FAME**

**T**he late Robert Earle Jones of Greensboro, who played a key role in the effort to unite the agricultural Extension Services of North Carolina A&T and North Carolina State universities, has been inducted into the North Carolina Agricultural Hall of Fame.

Jones, the first minority member to be inducted into the Hall of Fame, was instrumental in blending the state's two Extension Services during the mid-1960s. At that time, he served as assistant director of the N.C. Agricultural Extension Service and became associate dean of the College of Agriculture at A&T Uni-

versity. He retired in 1977.

Jones helped establish the first 4-H camp for black North Carolina youth, the John W. Mitchell Negro 4-H Camp. It was built in 1956 at a cost of \$91,000 with money raised through voluntary contributions.

Jones taught science and chemistry in Washington County schools before joining the Craven County Extension service in 1933. He also served as a 4-H specialist and in 1943 was appointed state extension agent.

He received the USDA Superior Service Award, an A&T University Outstanding Work citation, the NCSU Gamma Sigma Delta Certificate of Merit, and was saluted with a special NCSU Tribute Resolution.

**TAR HEEL GROWER TO PROVIDE WHITE HOUSE CHRISTMAS TREE**

**H**Wayne Ayers of Roan Valley Tree Farm in Bakersville has won the national Christmas tree competition, earning the right to place a tree in the White House for Christmas 1993. Three other North Carolina Christmas tree growers also won awards at the competition.

Ayers competed against growers from 38 other states, and won with an 8-foot Fraser fir grown on his Mitchell County farm.

"The tree had magnificent color and good balance," said Ayers.

North Carolina has placed more Christmas trees in the White House than any other state, according to Pat Thiel, executive director of the North Carolina Christmas Tree Association.

Doris Rettew of MERwinds (sic) Farm in Ashe County took first place in the Fraser fir wreath contest and second place in the decorated wreath contest.

Mary Townsend of Townsend Tree Farm and Crafts in Boone took second place in the Fraser fir wreath contest and third place in the decorated wreath contest.

Dan and Herb Johnson of Johnson Brothers Farm in Crossnore took second place overall in the Christmas tree competition.

For information on these winners or on the North Carolina Christmas tree industry, call NCDA's David Masee at (704) 253-1691, or Pat Thiel at the Christmas tree association: (800) 562-8789 (toll-free).

### "LAST OF THE MOHICANS" NOW IN THEATERS

The movie "The Last of the Mohicans" (*Carolina Country*, September 1992) opened in theaters in late September, according to 20th Century Fox.

The opening was postponed several times after production concluded at Lake James in late summer 1991.

A re-make of a closing scene was filmed as late as Aug. 20, when director Michael Mann and stars Daniel Day Lewis and Madeleine Stowe were in Chimney Rock, studio officials said.

Chimney Rock is the location of several "Mohicans" scenes, including those showing a Huron Indian village and waterfall and cliff stunts.

### STATE INCOME TAX LAW REMAINS UNCHANGED

This summer's "short session" of the North Carolina General Assembly left the state's income tax structure unchanged despite an evident need for additional revenue.

In 1989, state legislators rewrote existing tax laws to bring North Car-

olina's income tax structure more closely in line with federal internal revenue laws.

The 1989 plan had two distinct innovations:

- Many low-income taxpayers were dropped from the tax rolls entirely when the new law raised the threshold of minimum income required for filing a tax return.

- New provisions affecting retired people living in North Carolina went into effect. Federal retirees, both military and civil service, were given a \$4,000 exemption, and the same

amount was provided for retirees from state and local government. A new exemption of \$2,000 was given to people who are retired from private industry.

The 1991 session of the General Assembly continued these provisions, but also raised the top North Carolina tax rate to 7½ percent for married couples filing jointly who have taxable income of more than \$100,000, after that rate had remained at 7 percent for many years. The higher rate was also applied to single filers with income of \$60,000.

### YOUTHS ARE WINNERS AT 4-H CONGRESS

Four North Carolina youths won awards for their presentations related to electricity and energy during the recent state 4-H Congress in Raleigh.



*Chris Brogan*

The contests were sponsored by Carolina Electric Cooperatives.

Winners were Chris Brogan of Route 2, Whittier; Bryant Turnage of Trenton; Sarah Schwartz of Route 1, Four Oaks; and Belinda Sullivan of Shawboro.



*Sarah Schwartz*

Brogan, 12, son of Chuck and Mary Brogan, won the electric contest junior division with a presentation on making a lamp.

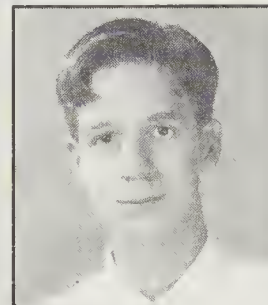
Turnage, 15, won the senior division electric contest by demonstrating how to locate electrical hazards in the home. He is the son of Danny and Celina Turnage.

Schwartz, 9, won the home environment/home energy contest junior division with a presentation on how home products

can create indoor air quality problems. She is the daughter of George and Becky Schwartz.

Sullivan, 17, won the home environment/home energy senior division with a do-it-yourself picture-framing presentation. She is the granddaughter of Alice and James Teel.

Schwartz and Sullivan received \$50 savings bonds. Brogan received a \$100 savings bond and Turnage received a \$150 bond and a trip to the Eastern National 4-H Engineering Event in Richmond, Va.



*Bryant Turnage*



*Belinda Sullivan*

## CHEERWINE CELEBRATES 75TH YEAR WITH NEW DESIGN

Cheerwine, the cherry-flavored soft drink made in Salisbury, has taken on a new look.

A sparkling new design will appear on the bottles and cans which Southerners have known for generations. The new look is part of the 75th anniversary promotion of the soft drink that is "full of good cheer."

Carolina Beverage Co. of Salisbury, formerly Mint Cola Co., is still a family-owned and operated business located in the same town where L.D. Peeler first concocted the cherry-flavored favorite.

Today, Peeler's great-grandson Mark Ritchie is president of the company. He has no plans to change the small-town character of Cheerwine, but he is taking the 75th anniversary opportunity to promote the drink.

Cheerwine has initiated an advertising campaign, with the theme "Diff'rent Kinda Cool," to help announce the new look.

Carolina Beverage Co. makes the equivalent of 100 million 12-ounce cans of the drink per year. But, Ritchie says, Cheerwine's volume "wouldn't even register on the national scale" in the league of the soft drink giants.

Nevertheless, the North Carolina Department of Agriculture reports, Cheerwine has doubled its sales in the past 10 years, and its position in the market rises at a rate of about 10 percent per year.

The sparkling wild cherry-flavored drink is distributed in 11 states from Virginia to Louisiana. For its first 60 years, however, only fans in the Piedmont areas around Greensboro, Hickory and Rock Hill, S.C. knew about it, Ritchie says.

As younger family members took over the business in the 1970s, they ventured beyond the conservative limits set by their predecessors.

L. D. Peeler first mixed the ingredients to make Cheerwine 75 years ago. He ran a soft drink busi-

ness in Salisbury that made Mint Cola. He bought a cherry flavoring and experimented with it in the basement of his wholesale general store.

Mixing the flavoring with 10 other flavors, he finally produced the first Cheerwine.

The name is derived from the bubbly look and burgundy color of the drink.



Ritchie says while distribution is concentrated in the South, cases are routinely shipped to fans elsewhere who have discovered Cheerwine.

### ADVERTISEMENT

## *"I Can't Believe It," She Says* Woman "Rubs Away" Arthritis Pain After Reading Free Booklet Man Ends Backache Misery, Plays Tennis Again

CHICAGO (special)—Neighbors were astounded when a woman who for years had suffered from arthritis was discovered busily sweeping her walkway.

The woman then exercised by riding a bicycle.

Asked about her transformation, she explained that she had read a privately printed booklet, "Body Pain: What It Is and How to Relieve It." By following the suggestions in this booklet she had been able to get quick relief.

A New York man who suffered from chronic backache also read the booklet and acted on its advice. "I'm taking up tennis again," he said.

### **Booklet Is Yours Free**

The booklet has just been reprinted and is available to readers

of this notice. Information in its pages is usually accessible only to specialists.

"Body Pain: What It Is and How to Relieve It" is available only from its publisher.

"I thought I was doomed to endure pain forever," said a Texas housewife. "I'm leading a normal life again. I couldn't be happier."

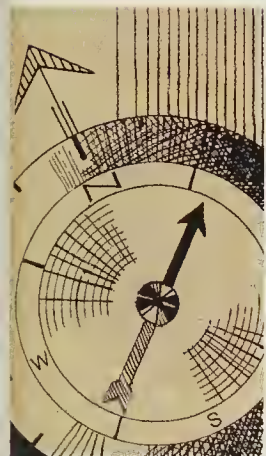
The publisher suggests that because of demand, those with arthritis, bursitis, neck or back pain, sciatica, or muscle soreness should write for the booklet without delay.

For a copy, send \$1.00 to cover shipping costs to:

Wonder Laboratories  
Dept. B, Lock Box 820  
White House, TN 37188



# HERE, THERE AND EVERYWHERE



DOLLS IN  
GOLDSBORO  
BEAUTY CONTEST  
IN LINVILLE  
CONE WREATHS  
IN CHAPEL HILL

## ANNUAL FESTIVAL SLATED FOR NOV. 1 IN RICHLANDS

The Onslow County Museum will host the 15th annual Onslow County Museum Art and Crafts Festival Nov. 1 from 10 a.m. to 5 p.m. in downtown Richlands. The event attracts 12,000 to 15,000 spectators each year. The museum is currently accepting applications for artisans and food vendors.

For more information, contact the Onslow County Museum, P.O. Box 384, Richlands, N.C. 28574. Phone: (919) 324-5008.

## EXHIBIT OFFERS A VISUAL TOUR OF GREAT BRITAIN

A one-woman exhibit of paintings and pastels featuring scenes of England and Ireland will be open through the month of October at Raleigh's Serotoma Arts Center.

More than 40 works by Raleigh artist Mary Ann Hanson will be included in the show, which is designed to offer visitors a visual tour of Great Britain.

For more information about the exhibit and its

hours, call the center at (919) 782-7583.

## MCDOWELL COUNTY CHURCH PLANS BAZAAR

Historic Concord Church in McDowell County will sponsor a fall bazaar Oct. 24.

The church, which is near several tourist attractions, will open the bazaar with a breakfast from 7 to 10 a.m. The event will feature handmade crafts, antiques, Christmas decorations and other collectibles.

A clown will be on hand to make balloon sculptures for the children, and orders will be taken for premium North Carolina Frazer firs for Christmas.

The bazaar will open at 9 a.m. and lunch will be offered. The day will end with the raffling of a handmade quilt, afghan and other items at 3 p.m.

The church is located 16 miles north of Marion and 35 miles south of Boone on Highway 221 in McDowell County.

For more information, contact Shirley Hamrick, Route 3, Box 4, LMA, Marion, N.C. 28752.

## INDIAN FESTIVAL SET IN MONTGOMERY COUNTY

The North Carolina Department of Cultural Resources and the Montgomery County Economic Development Corporation will sponsor the 1992 Indian Heritage Festival Nov. 7 and 8 from 1 to 5 p.m. at the Town Creek Indian

Mound State Historic Site.

The festival will feature dancers, arts and crafts, films, traders, food vendors, exhibits and demonstrations.

The historic site is 5½ miles east of Mt. Gilead, between Highway 73 and Highway 731.

For more information, call (919) 439-6802.



## YOUR QUILTS CAN GIVE COMFORT TO HIV BABIES

The Women's Evening Circle at the Arapahoe United Methodist Church is the regional contact for ABC (At-Risk Babies Crib) Quilts, a volunteer, nonprofit organization that makes, collects and distributes baby quilts to children across the country who are infected with the HIV virus.

ABC quilts are delivered through medical providers to children in hospitals, clinics and foster homes. In June 1989, ABC Quilts had delivered 500 quilts. By June 1992, a total of 50,000 quilts had been delivered and more are needed monthly. Churches, schools, retirement communities and many service clubs in every state donate quilts to this cause.

For more information, contact The Arapahoe United Methodist Church, c/o Women's "Guiding Lights" Circle, Route 65, Arapahoe, N.C. 28510. Or call Biki-Ray Mitchell at (919) 249-1012.

**CONE WREATH  
WORKSHOP  
SET FOR  
OCT. 22**

The N.C. Botanical Garden in Chapel Hill will present a "Cone Wreath Workshop" Oct. 22 from 9 a.m. until 12 noon.

Demonstrations will include several methods of creating wreaths from cones and seed-pods. Participants will make a 10-inch wreath using a hot glue gun and local cones and pods.

The workshop fee is \$15 for the general public and \$12 for foundation members. Advance registration is required.

For more information or to register for the program, call the garden at (919) 962-0522.

**12 DAYS OF CHRISTMAS**



**Southern  
Christmas  
Show**

**SOUTHERN  
CHRISTMAS  
SHOW OPENS  
NOV. 12**

The Charlotte Merchandise Mart will host the 25th Anniver-

sary of the Southern Christmas Show Nov. 12 to 22.

The event will feature holiday craft booths, model railroads, an enchanted village of dollhouses and miniature settings, festive foods and holiday cooking demonstrations. Shoppers also can enjoy 50 Olde Towne shops and a Christmas tree lane.

The hours are weekdays and Saturdays 10 a.m. to 9:30 p.m. and Sundays 10 a.m. to 6 p.m.

Adult tickets are \$6 at the door and \$5 in advance. Discounts are available in advance for groups of 30 or more. Ages 6 through 12 get in for \$3, and children under six are admitted without charge when accompanied by an adult. Special two-day passes are available for \$10.

A preview show is set for Nov. 11 to benefit The Charlotte Observer Empty Stocking Fund from 5:30 to 9:30 p.m. Tickets for the preview are \$8 in advance and \$10 at the door.

For more information, contact the Southern Christmas Show, P.O. Box 36859, Charlotte, N.C. 28236. Phone: (704) 376-6594.

**TIMBERLAKE OFFERS PRINT OF HISTORIC OLD SALEM HOUSE**

North Carolina artist Bob Timberlake will release a time-limited edition of "Salem Snow," featuring the Single Brothers House at Old Salem, the restored Moravian Village in Winston-Salem.

"I have always had a tremendous admiration for the early residents of Salem. These were hard working people who took pride in their work and whose craftsmanship was unequalled," Timberlake said.

Reservations for this special reproduction are being accepted by the Heritage Company through Nov. 6.

Part of the project's proceeds will be donated to the Duke University Cancer Center and the Cystic Fibrosis Foundation.

Timberlake, whose work has been featured in *Carolina Country* on several occasions, has been honored by Presidents Carter and Reagan and by Prince Charles in Buckingham Palace. He has served as the official artist for Keep America Beautiful for more than 15 years.

The artist has had numerous sold out one-man exhibitions at New York's prestigious Hammer Galleries. His originals have been exhibited in many fine museums, including the Coreoran Gallery in Washington and the North Carolina Museum of Art in Raleigh.

Timberlake, a consumer-member of Davidson Electric Membership Corporation, Lexington, has released more than 70 reproductions, and each of them has sold out. In fact, all current Timberlake editions are pre-subscribed prior to their release. Several previous editions are pre-subscribed prior to their release.

"Salem Snow" will feature an image area of 16 inches by 22¼ inches on museum quality stock that measures 21¼ inches by 27¼ inches.

The order deadline for "Salem Snow" is Nov. 6. The prints are scheduled to be delivered in early December.

For more information, contact the Heritage Gallery, P.O. Box 1027, Lexington, N.C. 27293. Phone: (704) 249-4428.



"Salem Snow"

**HOLDEN BEACH  
HOSTS FESTIVAL  
BY THE SEA  
OCT. 31 TO NOV. 1**

The North Carolina Festival by the Sea is scheduled for Oct. 30 to Nov. 1 at Holden Beach.

The festival begins with a Halloween carnival and costume contest at Tri-Beach

Fire Department starting at 6:30 p.m. Friday.

Saturday holds many activities including an arts and crafts show from 9 a.m. to 4 p.m. at Jordan Boulevard, and the festival parade will be on the Holden Beach Causeway at 10 a.m.

The festival

runs start at the Fire Substation at 8 a.m. and 8:30 a.m. Horse-shoe pitching at Brunswick Avenue near city hall is at 1 p.m., story telling is at 2 p.m. and kite flyers will meet at the bandstand at 2 p.m.

The festival ends with a street dance sponsored

by radio station WCCA featuring Lynn Troll and Juniper Creek from 7:30 to 11:30 p.m. at the foot of the Old Bridge.

For more information contact the Festival by the Sea, Route 1, Box 570, Supply, N.C. 28462. Phone: (919) 842-3828.

**"SHOWCASE OF DOLLS" SCHEDULED FOR NOV. 7 AND 8**

Wayne County Extension Homemakers Association will sponsor the "Showcase of Dolls" Nov. 7 and 8 from 1 to 5 p.m. at Wayne Center in Goldsboro.

The doll show will feature an exhibition of about 200 judged dolls, clinics on doll repair and appraisals.

Vendors will be selling handmade, commercial and collectible dolls, doll furniture, bears, clowns and stuffed animals.

Admission is \$1.50 and children under 12 are admitted without charge when accompanied by an adult.

For more information, contact "Showcase of Dolls," P.O. Box 68, Goldsboro, N.C. 27533-0068. Phone: (919) 731-1525.

**BOOK TELLS HISTORY OF N.C. TEXTILE INDUSTRY**

The N.C. Division of Archives and History has published "The Textile Industry in North Carolina: A History," by Brent D. Glass.

The 120-page book tells of the importance of textiles to the state's history from the early 1800s through the present. It includes 53 illustrations, a bibliography and an index.

The book costs \$6, plus \$2 postage, and is avail-

able from the Historical Publications Section, 109 E. Jones St., Raleigh, N.C. 27601.

**LINDEN HOSTS 14TH COUNTRY CROSSROADS FESTIVAL**

The 14th Annual Linden Country Crossroads Festival is scheduled for Oct. 31 from 10 a.m. to 5 p.m. and Nov. 1 from 1 to 4 p.m. in downtown Linden. Proceeds from the festival will support community service programs.

The festival features a children's beauty contest, country music with live entertainment, a barbecue dinner sponsored by the Linden Volunteer Fire Department, a cake walk, a

horseshoe pitching contest, arts, crafts and exhibits.

The festival is also sponsoring a gospel sing Sunday from 1 to 4 p.m. featuring local talent.

For more information, write or call the Linden Country Crossroads Festival, P.O. Box 25, Linden, N.C. 28356. Phone: (919) 879-4875 or (919) 980-0228.

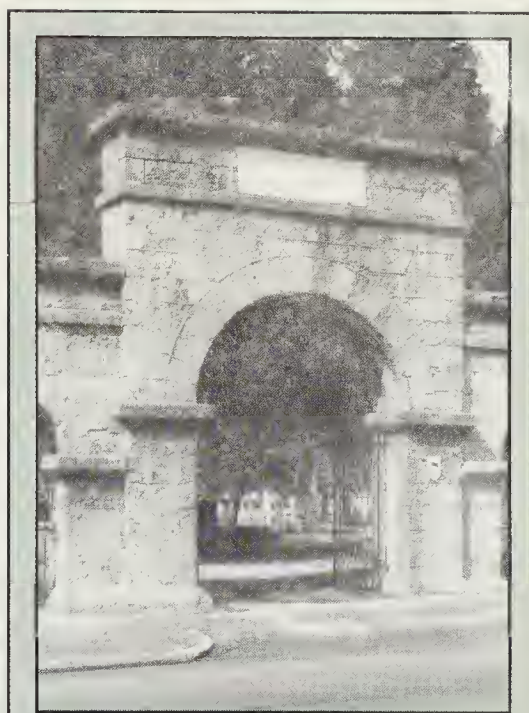
**THE FOODWATCH INFORMATION CENTER HELPS CONSUMERS**

FoodWatch, a nationwide public education and awareness program helping to instill public confidence in the food and agriculture industry, has initiated the Food-Watch Information Center.

The FoodWatch Information Center is a referral source that puts citizens in touch with experts who can answer questions about agriculture, the environment or food safety. The center can also recommend resources and materials.

The center's toll-free number, (800) 676-3608, operates Monday through Friday, 9 a.m. to 5 p.m.

FoodWatch is managed by the Agriculture Council of America, an



**A CEMETERY GATEWAY THAT WEEPS**

The Cedar Grove Cemetery's gateway is on the "New Bern at Night Ghost Walk" route Oct. 24. Legend says the arch weeps tears of grief on mourners as funeral processions pass underneath. Five historic homes also are on the tour, which is arranged as a Halloween happening. For tickets, contact the New Bern Historical Society, P.O. Box 119, New Bern, N.C. 28563.

organization composed of producers, suppliers, processors and retailers.

For more information, contact the Agriculture Council of America Education Foundation, P.O. Box 27723, Washington, D.C. 20077-1614. Phone: (202) 682-9200.

**ASSOCIATION OFFERS GUIDE TO 900 PHONE SERVICES**

The National Association for Information Services (NAIS), a trade association for the pay-per-call industry, is

offering a free information kit about consumer rights and responsibilities when using 900 services.

The kit includes an explanation of the different roles played by information providers, service bureaus, long distance carriers and consumers. Also included is a pamphlet entitled: "Dial 900: What Does It Mean?"

To order a kit call (800) 757-6247 or write to NAIS, 1150 Connecticut Avenue, NW, Suite 1050, Washington, D.C. 20036.

**RIDE-A-THON TO BENEFIT CENTER FOR DISABLED**

A horseback riding event will be held in the Albemarle region in November to benefit an ambitious project aimed at building an unusual recreation center.

In the planning stages is the Ashlee Jane Birekhead Center, which is designed to offer recreation and leadership training for children and adults with special needs. Among the programs the center intends to offer are therapeutic horseback riding, swimming, roller skating and other recreation for physically challenged persons.

The Albemarle Recreation and Leadership Training Center for Disabled Persons, based in Edenton, is planning the complex.

The fundraiser is a Trail Ride-a-Thon, scheduled for Nov. 7. From two staging locations near the village of Tyner, riders will traverse a course through the Albemarle region. Adults will ride for \$12, children for \$5. The day will conclude with a pig pickin'.

For more information, contact Bob Harrell, Route 1, Box 30, Edenton, N.C. 27932. Phone: (919) 482-8833.

**When Volvo GM Heavy Truck came  
EMC gave it to t**



# ...king for reliability in a power source, ...by the truckload.



This is what you call dealing with the big wheels.

Last year, Volvo GM Heavy Truck Corporation built its new corporate headquarters on a site between Greensboro and Winston-Salem, an area that had never been assigned to any one electrical supplier.

That meant they had their choice: Davidson EMC or Duke Power.

Obviously, they made what we consider to be a very smart choice. Davidson EMC won out over their Goliath opponent by offering competitive rates, power-saving lighting recommendations, and backup generation and peak saving ideas.

But mostly they won because of their willingness to go the extra mile, giving the big truck maker unequalled service and reliability.

And that, as they say in the trucking industry, is a big 10-4, good buddy.



*Electric Membership Corporations Provide A New Generation of Service  
To 1.5 Million Consumers In 95 North Carolina Counties.*

# Festival events celebrate world famous barbecue

The Ninth Annual Lexington Barbecue Festival, sponsored by BB&T and The Dispatch in Lexington, is slated for Oct. 24 as the grand finale of events celebrating the city's world famous hickory smoked barbecue.

The Annual Barbecue Festival Open Tennis Tournament begins the festivities Oct.

5 to 10 at Bingham Tennis Center in Lexington. The city's Parks and Recreation Department is co-hosting the tournament



"Festival Favorites"

with G.W. Mountcastle Agency Inc.

This year's Celebrity Dinner, set for Oct. 23, will feature The Embers.

The Annual Hawg Run kicks off the activities Oct. 24, followed by the Parade of Pigs. While thousands of festival goers are in downtown Lexington enjoying barbecue, crafts and entertainment, golfers will be teeing off at the Lexington Golf Club for the Annual Barbecue Festival golf tournament Oct. 24 and 25.

This year's festival features five outdoor stages with the grandstand headed by the Lexington Parks and Recreation Department. The Embers will be the first act at 10 a.m. There

will be a children's section, "Piglet Land" as well as an antique show and sale, a car show, a flea market and 200 craft exhibits. If you take photos at the festival using Kodak film, they can be entered in the "Picture Competition" co-sponsored by Ingram's Studios of Lexington and Eastman Kodak Company.

On sale during the festival will be the official 1992 limited edition print, "Festival Favorites" by High Point artist Snellen McCrary. The print is also available by mail for \$30 plus \$6 for shipping. Send orders to the BBQ Festival, P.O. Box 16+2, Lexington, N.C. 27293.

Early shoppers will be an opportunity to purchase a limited edition commissioned pottery piece from Holly Hill Pottery in Seagrove.

This year's concert at the Civic Center will feature the award winning country music duo, the Bellamy Brothers.

In case of bad weather, the festival will be postponed until Oct. 25.

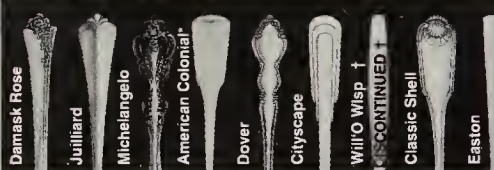
For additional information, contact the Barbecue Festival in Lexington at (704) 956-2952.

## ONEIDA Flatware Prices Sliced up to 60%

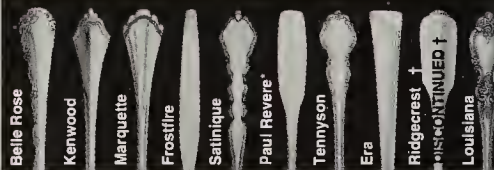
First Quality Open Stock Sale  
Prices guaranteed through Dec. 31, 1992



### GOLD ACCENT & LTD STAINLESS \$32.95



### HEIRLOOM STAINLESS \$26.95



### COMMUNITY STAINLESS \$19.95



### DELUXE STAINLESS \$14.95

	GOLD/LTD		HEIRLOOM		COMMUNITY		DELUXE	
	Ret.	SALE	Ret.	SALE	Ret.	SALE	Ret.	SALE
5 PC PL Setting	\$90.00	\$32.95	\$68.00	\$26.95	\$52.50	\$19.95	\$37.50	\$14.95
3 PC Hostess Set	90.00	32.95	68.00	26.95	52.50	19.95	37.50	14.95
3 PC Serving Set	90.00	32.95	68.00	26.95	52.50	19.95	37.50	14.95
46 PC Set	900.00	327.95	680.00	259.95	525.00	189.95	375.00	139.95
66 PC Set	1260.00	459.95	952.00	369.95	735.00	269.95	525.00	199.95
Teaspoon	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Oval Soup Spoon	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Ice Tea Spoon	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Salad Fork	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Place Fork	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Cocktail Fork	16.75	7.95	12.50	5.95	9.75	4.75	7.00	3.25
Butter Spreader (A)	23.00	10.95	18.00	8.95	13.50	6.75	7.00	3.25
Place Knife	23.00	10.95	18.00	8.95	13.50	6.75	9.50	4.75
Steak Knife	23.00	10.95	18.00	8.95	13.50	6.75	9.50	4.75
Butter Knife	23.00	10.95	18.00	8.95	13.50	6.75	9.50	4.75
Sugar Spoon	23.00	10.95	18.00	8.95	13.50	6.75	9.50	4.75
Tablespoon	33.50	15.95	25.00	11.95	19.25	9.50	13.75	6.75
Pierced Tablespoon	33.50	15.95	25.00	11.95	19.25	9.50	13.75	6.75
Cold Meat Fork	33.50	15.95	25.00	11.95	19.25	9.50	13.75	6.75
Gravy Ladle	33.50	15.95	25.00	11.95	19.25	9.50	13.75	6.75

**SET COMBINATIONS:**  
 3 PC HOSTESS Set includes: Tablespoon, Gravy Ladle, Sugar Spoon.  
 3 PC SERVING Set includes: Butter Knife, Pierced Tablespoon, Cold Meat Fork.  
 46 PC Set includes: 8 - 5 PC PL Settings plus Hostess and Serving Set.  
 66 PC Set includes: 12 - 5 PC PL Settings plus Hostess and Serving Set.

**ITEM AVAILABILITY:**  
 A. Butter Spreader NOT AVAILABLE IN:  
 Alexis, Anticipation, Independence,  
 Monte Carlo, Rushmore, Morning Blossom, Falkirk, Calla Lily.  
 \*Available in Regular or Pistol grip.

**SHIPPING/INSURANCE CHARGES:**  
 UP TO \$17.50 ADD \$4.00  
 \$17.51 TO \$100.00 ADD \$6.00  
 \$100.01 TO \$250.00 ADD \$8.00  
 \$250.01 TO \$600.00 ADD \$12.00



Mail Orders to: Kaiser Crow, Inc.  
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LIFE REPLENISH  
GARDENERS  
CONSIDER THE  
TO BE GREAT  
ACTIVE PERIOD

**D**uring the transition from summer to autumn, the gardener undertakes numerous important projects. Experienced gardeners consider this to be a most active period. Cooler weather means pleasant hours in the garden.

Activities include planting annuals, selecting woody plants for the landscape, digging-dividing-replanting perennial flowers, and cleaning up the summer garden. Also, don't forget to get spring flowering bulbs in the ground.

### WINTERIZING GERBERA DAISIES

**A**tender perennial that gains in popularity each year is the showy gerbera daisy, also known as Transvaal daisy. Healthy plants grow to produce a



clump which can be separated and reset as individual plants. Gerberas also are grown from seed available from garden centers and mail

order houses. New color combinations and flower forms have been introduced in recent years.

For winter protection, plants should be dug before the first hard freeze. Place them in pots, and bring them indoors. However, many gardeners have success in "carrying over" gerberas by leaving them outdoors and covering plants with a heavy mulch.

Another method is to plant gerberas in large clay pots. Sink the pots in the garden in the spring. Let them grow and flower all summer. In the fall, take the pots up and bring them inside.

Given proper conditions—bright sun, warm temperatures, moist soil, and high humidity—they should continue growing indoors. Without proper growing conditions, plants usually go dormant and die down. They should come back next spring when pots are carried outdoors.

### TIME TO SOW ANNUAL SEED

**N**ow's a good time to sow seeds of cool-season annuals. They will germinate early in the spring.

Among those to get in the ground now are larkspur, Johnny-jump-ups, bachelor buttons or cornflowers,

forget-me-nots (Myosotis) and Shirley poppies. Sow seeds in a prepared garden bed at spacings

### FALL GARDEN CHORES

1. Rake fallen leaves beneath trees and place them in the compost pile. Use only healthy leaves.
2. Plant pansies and candytuft for early spring bloom and color during mild spells of winter.
3. Plant shrubs and trees between now and late February.
4. Withhold water from potted amaryllis. Allow soil to remain dry until early January.
5. Mulch around plantings to help prevent germination of annual weed seeds. This also adds a bit of warmth to soil for winter.
6. Finish seeding cool-season grasses such as fescue and bluegrass. Keep seed moist to aid germination.
7. Clean out and store birdhouses. Empty birdbath to prevent winter damage from freezing water.
8. Keep leaves and pine straw raked from lawns, especially new fescue lawns.
9. Complete harvesting of root crops such as sweet potatoes and carrots.
10. If this chore has been delayed, dig-divide-replant daylilies and bearded irises.
11. If caladiums have not been dug and stored for winter, do this now. Winter rains can cause tubers to rot if left in the ground.
12. When moving shrubs and perennials, do so on a cloudy day or in the evening to lessen stress on plants. Water well.
13. Leave lawns two inches high as they enter winter.



recommended on the packages. Annuals are good choices to plant among bulbs in the bulb bed. The color, height and blooming season will conceal and detract attention from fading foliage of bulbs when their blooming period has passed. Bulb foliage should remain undisturbed until it yellows as it is manufacturing food to support blooms the following season.

dicted to go below 25 degrees.

Collards and kale are frost tolerant—in fact, frost improves their flavor.

Tomatoes that are pink in color should be gathered if a freeze is in the forecast. They will ripen indoors. Those that are green with a cast of pink on the skin can be wrapped in newspaper and kept for several weeks.

#### DIG AND DIVIDE REGAL LILIES

If regal lilies (*Lilium regale*) have become overcrowded and the number of blooms is fewer each season, they need to be dug. After digging, carefully divide and replant. Now is the time to do this.

#### PLANT TREES AND SHRUBS

As deciduous plants lose their leaves and become dormant they're at prime time for planting in the landscape. Nurseries and garden centers are well stocked.

Fall and winter months are ideal for setting out these permanent plants that become the backbone-and-background of the landscape scene. Root activity continues at temperatures in the 40 to

50 degree range even though top growth has ceased.

When planting is delayed until spring, little time remains for plants to become established before the stresses of summer arrive.

Before the purchase of large-growing trees and shrubs, it is wise to learn the ultimate height and spread of the plants—allowing you to place them where they will have ample room for healthy growth and development. You can make certain that the mature plant will not be too near

buildings, or create too much shade for nearby garden areas.

When planting, dig holes large enough for roots to spread. Soil should be good, medium

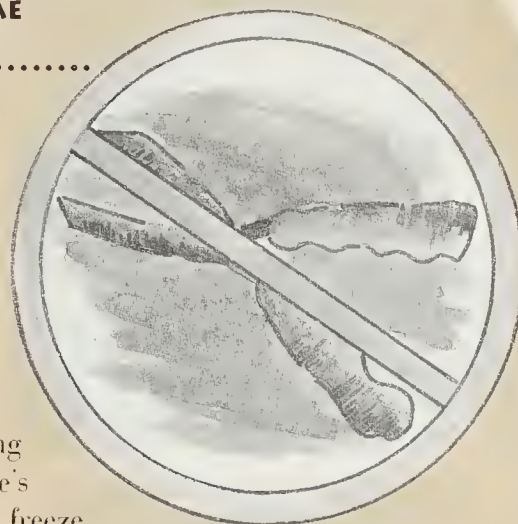
loam. In many cases, peat moss, well-rotted hardwood dust, or finely ground bark chips should be added to the soil.

A good practice is to prune back

about one-third of the top growth at planting time. Roots get a better start when the tops have been reduced because there will be less foliage to support.

#### FALL IS NOT TIME FOR PRUNING

Delay major pruning until late winter or early spring. Cuts made just before new growth begins in the spring will heal much quicker. If pruning is done now, there's the chance that a freeze might cause severe damage to new tender growth that appears near the pruning cut on the stem.



#### CONDITION HOUSEPLANTS

Give houseplants the benefit of mild days and cool nights by moving them to a protected spot outdoors. A good spot is a semi-shaded position beneath all trees or large shrubs away from strong winds. This is the last chance to have good natural light to provide a valuable growing time before they must be moved indoors.

#### PROTECT YOUR VEGETABLES

Frost is on the schedule at this time of year. Although broccoli withstand a light frost without damage, it's safer to go ahead and harvest when temperatures are pre-

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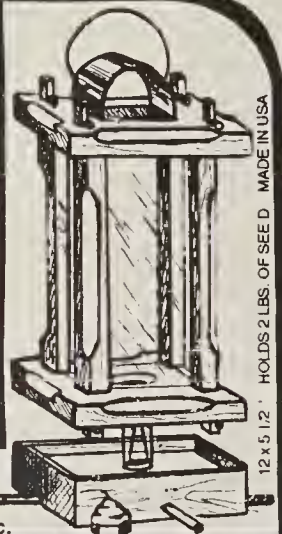
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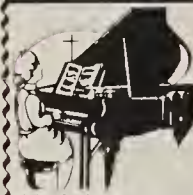
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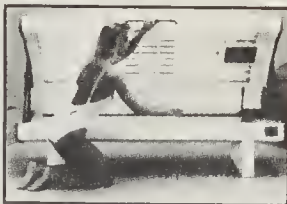
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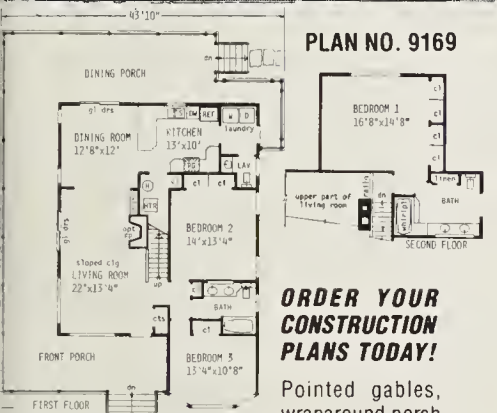
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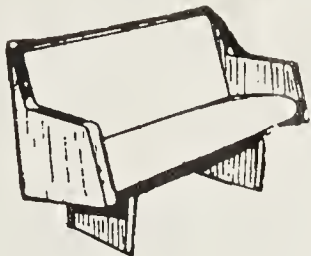
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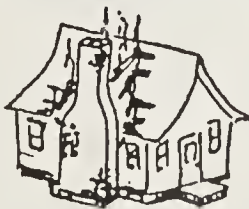
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## CO-OPS PART OF NATIONAL RECHRISTENING TREND

**N**orth Carolina's electric co-operatives joined a national trend by adopting a new name in 1992. A recent survey shows that 653 companies throughout the country rechristened themselves during the first half of this year. The figure is up 41 percent from the first half of 1991.

The survey, conducted by identity consultants Anspach Grossman Portugal Inc., found that most of the name changes were due to mergers and acquisitions, particularly in the financial services industry. One in every five was an elective change aimed at more clearly communicating the company's strategic business intent.

The new name for the co-ops, Carolina Electric Cooperatives, was adopted to establish a common identity for the network of electric cooperative organizations that serve 1.6 million people in North Carolina. The rationale for that decision and the plans for implementing the new identity are described in detail in our lead feature starting on page 8 and in the editorial on page 4.

Joel Portugal, a partner with the consulting firm, said the increase in corporate name changes is a sign that businesses are becoming more aware of the need for a positive public image.

"The types of corporate name changes we're seeing result from businesses taking strategic action of some kind," he said. "Some of the elective name changes follow a trend of companies being renamed after a popular

brand, as a means of capitalizing on the identity of that valuable asset."

Portugal used a name change from the communications industry as an example of expanding the use of a brand name: United Telecommunications became known as Sprint, its widely known telephone operation.

When Charlotte-based NCNB Corporation merged with C&S/Sovran, the new company became NationsBank—a name that's intended to project a totally new image.

"NationsBank gets the idea across that this is going to be a national bank," Portugal said.

The consultant's company, with offices in New York City and San Francisco, has created identity programs for major international corporations, including Ford, Texaco, American Express and Gillette. One of its major

success stories involves a company that has a significant presence in North Carolina, the Sara Lee Corporation.



CONSOLIDATED  
FOODS CORPORATION

### SARA LEE CORPORATION

In 1984, the \$8 billion multinational corporation was known as Consolidated Foods. It included the familiar line of baked goods "from the Kitchens of Sara Lee" and also sold a number of non-food items: Electrolux vacuum cleaners, Leggs hosiery, Hanes underwear and active wear, Kiwi shoe polish and Fuller brushes.

Although earnings were respectable, top management decided the name had to go because it didn't effectively describe the firm's operation and it lacked a strong identity that would appeal to shareholders and potential investors.

John H. Bryan Jr., the company's chairman and CEO, recalls an inci-

**MORE THAN 650 COMPANIES INTRODUCED NEW NAMES DURING THE FIRST HALF OF 1992. ONE IN EVERY FIVE WAS SEEKING TO MORE CLEARLY COMMUNICATE THEIR STRATEGIC BUSINESS INTENT.**

dent that clearly demonstrated the need for a new name.

At the memorial services for the company's retired founder, Nat Cummings, the first eulogy was delivered by a clergyman who had known Cummings for nearly 20 years.

The clergyman said Cummings bought a Baltimore tea and coffee business in 1939 and built it into "the colossus General Foods." The incident convinced Bryan his company had made the right decision about dropping the name Consolidated Foods. However, company officials initially rejected the idea of using the Sara Lee name because it might limit Wall Street's perception of the company and alienate employees in other divisions. However, Bryan initiated studies that showed other brand-name companies, such as Heinz and Campbell Soup, had higher market valuations than those using generic or founders' names like General Foods and Proctor & Gamble.

In examining the Consolidated brand names, the company found that Sara Lee was recognized by 98 percent of those surveyed and consumers generally gave the name high marks for quality and value.

The new name was adopted on April 2, 1985. In less than a year, awareness of the company rose to 97 percent from 82 percent among portfolio managers and to 100 percent from 76 percent among the media. Just nine months after the new name was adopted, the company jumped to second place in the food industry category of Fortune magazine's survey of "America's Most Admired Corporations," after ranking 6th in 1984. In 1987, the company was rated the most admired in the food industry.

"The company was not different. The difference was the name. You expect Sara Lee to be greater," Bryan said.

The company continues to thrive, with more than 125,000 employees in

Cooperatives hope Carolina Electric Cooperatives will one day join Sara Lee on the list of the country's most successful new identity campaigns. In any event, they are convinced the new name will benefit the electric cooperative program by strengthening public awareness of the co-ops and the role they play in serving 1.6 million North Carolina consumers.

30 countries. About 22,000 of them are in North Carolina, where the company has both food and non-food operations in 34 locations.

Nancy Young, a Sara Lee public relations specialist based in Winston-Salem, said the corporation continues to attribute much of its success to the name change.

"Considering the importance of the Sara Lee name and how long it had been around, we've found that the new name was accepted here with fewer problems than we expected," she said. "Now, we have to help people understand that we're a lot more than baked goods from Sara Lee's famous kitchens."

Officials of the state's co-ops hope Carolina Electric Cooperatives will one day join Sara Lee on the list of the country's most successful new identity campaigns. In any event, they are convinced the new name will benefit the electric cooperative program by strengthening public awareness of the co-ops and the role they play in serving 1.6 million North Carolina consumers.

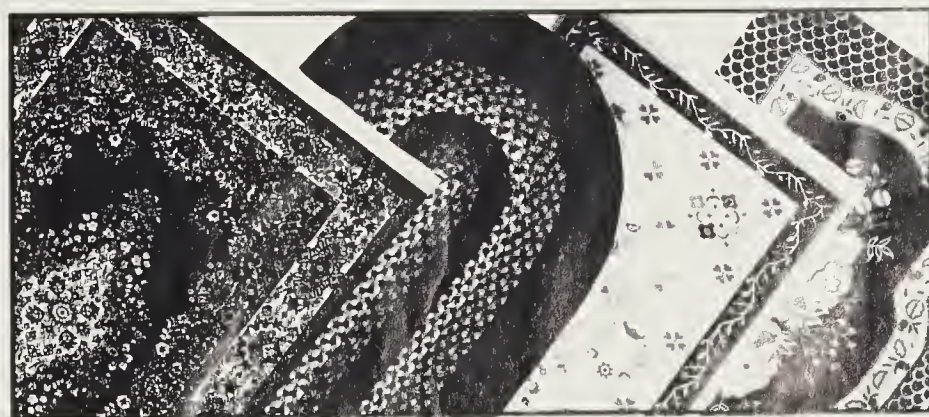


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**PAYING RESPECTS TO GWYN PRICE**

**M**ay I express to you my appreciation for the tribute to Gwyn B. Price (July 1992). He was my teacher and principal of Jefferson High School. He won our respect and was a role model for his students.

We owe him a debt of gratitude for his work to bring electric power to the farms, homes, schools and churches of rural North Carolina.

*James R. Honck  
Todd*

**HOE BACKWARDS!**

**R**egarding the interesting July garden hoeing tips in Hank's Gardening Guide, "advance toward the weeds," I have to disagree.

Hoe backwards! Here's why: Going forward, you replant with heel and toe weeds you thought you'd killed. Easy to do in damp weather.

Think! Know why millions of weeds annually escape the hoe? Simple. The "advance-towardsers" see the great weed army facing them and become discouraged. They drop their hoes and run for the shade. "Back-uppers" don't survey the scene, but use the sneak-attack and win!

*Thompson Greenwood  
Kittrell*

**COUNT ELECTRICITY'S BLESSINGS**

**R**eally enjoyed the August edition of your magazine. I have a suggestion for those who cannot see the value and benefit of local cooperatives—electric, telephone, etc.

If you fall in the above category, probably because you are not old enough to remember when the co-ops were not around, run these thoughts

around in your mind the next time the power goes off:

Think of all the things you depend on electricity to do for you—lights, heating, cooling, refrigeration, radios, TVs and hot water for cooking, washing clothes, bathing, etc. I could fill a small book, but I think I have made the point.

Now think of how you would do those same things without the benefit of electric energy! Well, that's about how it had to be done, if it was done at all! Most of the time it was done only when absolutely necessary because of the amount of manual work required.

I was born and reared in the city, so I never knew what "no electricity" was like. However, I still appreciate having it!

*Walter D. Taten  
Route 1, Hobbsville*

**KEEP "HOME COOKING" ITEMS**

**I** see many changes are being made in the *Carolina Country* magazine. I just hope more space will be given to home cooking. Women look for recipes first and they love kitchen "helps."

I have wished for years that somebody who knows how to make sourdough bread would write me a recipe giving plain instructions on making the starter from the first step to the last. I tried the bread once and when I saw it, I hid it before anybody saw it! I was sure it would kill any cat or dog that ate it!

*Aline Ryde  
Route 4, Box 1, Hayesville, N.C.*

*There are no plans for dropping our regular recipe column, and we expect to continue using special food features on occasion.*

## RE-ESTABLISHING THE CHESTNUT

We now have the opportunity to re-establish the chestnut throughout its range in the eastern U.S., including North Carolina.

The chestnut was once the most common tree in eastern North America, but was almost completely killed off by a blight in the early 1900s. The U.S. currently imports \$20 million worth of raw chestnuts annually because there are fewer than 500 acres of chestnut orchards in this country.

The potential market for chestnuts is huge, and creates the opportunity to establish a new agricultural industry. They are a very healthy nut to eat, being high in carbohydrates and very low in fat.

My grandfather and father developed blight-resistant American hybrid chestnuts that are the first chestnuts to receive U.S. plant patents. They have the quality to compete with imports, and are becoming the basis of a new chestnut industry in the U.S.

### WRITE TO OUR MAILBOX

We welcome letters commenting on issues of general interest and will publish selected letters as space allows. Letters must be brief (under 300 words). They should address only one subject and be confined to issues rather than personalities. Libel law applies to any letter printed. All letters are subject to editing.

Letters must be signed. The writer's full name, address and telephone number are required for verification purposes, not publication. We prefer typewritten, double-spaced pages, but will accept legible, handwritten letters.

We assume no obligation to publish or answer letters submitted to the column. Send letters to Mailbox, *Carolina Country*, P.O. Box 27306, Raleigh, N.C. 27611.

Our Chestnut Hill Nursery grows over 50 percent of the grafted chestnut trees produced in the nation, and our sister company, Chestnut Hill Orchards, is the only business in the nation to market steam-peeled, frozen chestnuts and chestnut food

products. There are many acres of chestnut orchards being established around the nation, especially in the Southeast, the Midwest and along the Pacific Coast.

*R.D. Wallace*  
Box 341, Machesa, Fla.



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