

Zip Code Numbers Designed To Speed Mail Over Nation

Our five-digit ZIP code is 28607, Postmaster Ralph L. Beshears announced today.

"Everyone in Boone will use this ZIP Code on all their correspondence to speed mail deliveries and reduce the chance of mis-sent mail," Postmaster Beshears said.

ZIP Code, the Post Office Department's revolutionary new system of improved mail dispatch and delivery, goes into effect nationally on July 1.

Postmaster Beshears stressed the importance of all citizens of Boone learning this city's ZIP Code and using it in their return address on all correspondence. In answering mail, he said, ZIP Codes taken from return addresses on incoming mail should be used.

"ZIP Code is literally the last word in mail addressing," Mr. Beshears said. "It should follow the city and state in addresses."

He cited this example of the proper use of ZIP Code:

Ralph L. Beshears
Postmaster
U. S. Post Office
Boone, North Carolina, 28607
If you get your mail at Appalachian State Teachers College, your ZIP Code number is 28608.

Other county postoffices which have received their ZIP numbers are as follows:

- Blowing Rock, 28605
- Deep Gap 28618
- Vilas 28692
- Triplet 28686
- Reese 28666
- Sherwood 28674
- Sugar Grove, 28679
- Todd, 28684
- Valle Crucis, 28691
- Zionville, 28698.

The new ZIP plan for the first time will permit the Post Office Department to short-cut repeated address reading.

"The address on mail must

often be read as many as eight or ten times by postal employees, to get it to the proper destination," Mr. Beshears said. "Each handling slows the process of mail dispatch and adds to the opportunity for human error."

"With ZIP Code, a clerk needs only to glance at the code to know immediately to what national area, state and post office the letter is destined, and to speed it on its way, cutting up to 24 hours off the time between deposit and delivery."

When ZIP Code is in full swing, the United States will have "the most modern system of mail distribution and delivery in existence."

Joins Staff Of News-Herald



MISS LINDA HEFFNER

Miss Linda Heffner of Glen Alpine joined The News-Herald advertising staff in Morganton last week. She is the niece of Dr. and Mrs. G. K. Moose, Mr. and Mrs. R. C. Rivers and Mr. and Mrs. Ernest Lewis of Boone. J. D. Fitz, publisher of the News-Herald, who announced her appointment said Miss Heffner will work in sales, service, display and classified advertisement. She has worked with the Morganton newspaper for two summers while studying at Woman's College.

She is the daughter of Mr. and Mrs. T. D. Heffner and has a younger brother, Tom.

During her four years of college, she was active on the staff of the Corradi, literary magazine, and on the college newspaper, The Carolinian. She was circulation manager of the Corradi her freshman and sophomore years.



Dr. Tedford On ASTC Faculty

Dr. Thomas Lee Tedford, associate professor of Delta State College, Mississippi, has joined the faculty at Appalachian State Teachers College as chairman and associate professor of the department of speech.

A native of Little Rock, Ark., Dr. Tedford is a graduate of Quachita College and Louisiana State University. He received the Ph.D. degree in 1958.

Dr. Tedford, age 32, will assume his new duties on September 1, 1963. Prior to his work at Delta State College he held positions as chairman, department of speech, Quachita College, 1958-1960; director of speech training, New Orleans Baptist Theological Seminary, 1957-1958; and assistant professor at Georgetown College (Ky.), 1955-1957.

TRADE AT HOME

Annual Antiques Fair To Be Held At Hendersonville

Hendersonville.—Members of the Home and Garden Club have selected committees who are working toward a successful season of their annual project, the National Antiques Fair, to be held in the high school gymnasium July 9, 10, 11, 12. Mrs. Geneva Bowden is chairman on arrangements and will arrange for continuous food service all through the show.

Patrons of the show from all parts of the USA always look forward to the delicious home-cooked meals which are served daily in the home economics room of the gymnasium.

The fair, which is in its sixteenth year, has grown to be one of the most popular antique fairs in the South, not only because antique fanciers can find almost any collectible

item they are looking for, among the thousands of items on display, but because of the glorious setting, as Hendersonville is the garden spot of the Blue Ridge Mountain Playground, people flock here for rest for the comfortable climate, for all types of entertainment, and the antiques fair is top entertainment for thousands.

This fair is also a mecca for the antique dealer, as it is the big market for buyers from all parts of North and South Carolina, Tennessee, and other points.

The Russells, who have managed this show from its beginning, report that exhibits will be brought from Massachusetts to Birmingham, from New York to Florida.

DAB'S ROCK SHOP

OPEN EVERY DAY

New line of gemstones and creative jewelry originated in Greenwich Village

FREE ring cleaning and polishing while you browse

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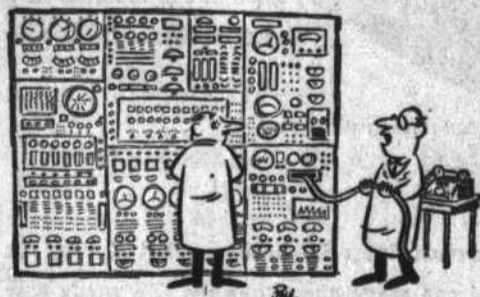
Telephone Talk

by
W. R. COOKE, JR.
Your Telephone Manager



5700 YEARS UNDER THE SEA! That's the combined time the electron tubes have lasted in the undersea telephone cables along Bell System routes to Europe, Havana, Puerto Rico, Hawaii and Alaska. The 1,608 tubes now in use have worked without failure for over 50,000,000 tube hours or the equivalent of 5700 years. This is also equal to 100 TV sets operating 24 hours a day for three and a half years!

WHY TELSTAR II? You may wonder why the Bell System launched a second experimental communications satellite when the first one performed so well. The answer is that the extremely fast-growing demand for overseas communications imposes a sense of urgency on the development of satellites. Our success as a business depends on facilities being ever-ready to meet public needs. We need to learn as much as we can, as soon as we can, about the technology of space communications. Especially, we want to know more about protecting satellites from radiation damage. Telstar II has a "command" system designed around transistors that are more resistant to radiation than those of Telstar I. Also, it was launched into a higher orbit where it is exposed to less radiation. As with Telstar I, the Bell System has paid the National Aeronautics and Space Administration for all launching costs including the rocket.



"It wants to talk to that cute little computer in Los Angeles."

THE BELL SYSTEM EXHIBIT BUILDING at New York's 1964-65 World's Fair is expected to attract 23 million visitors. Moving chairs will carry spectators through a series of theaters in which the story of communications will unfold. Exhibits will picture man's first primitive attempts to communicate through the latest advances in space. It's not too early to start planning now for next year's vacation. If you do go to New York—don't miss the Bell System exhibit.

SPECIAL NOTE TO JUNE BRIDES: Show your new husband how efficient you are. Use your phone to run errands, make appointments, go shopping. You'll still be fresh and beautiful when he gets home from work.

Blowing Rock Legion Has Scholarship Fund

Blowing Rock Post No. 256 of the American Legion has launched a \$6,000 scholarship fund for students of this area, Elie S. Mattar, post command, announced this week.

The money will be placed in mutual funds through Fund Investments, Inc., Mattar said. Robert L. S. Snyder, Boone district sales manager for the mutual fund company, is chairman of the post's scholarship committee.

"We are putting into practice the 'Community Service'

theme which Department Commander L. R. Brady of Newton selected for this year," said Mattar.

Initial gifts to the scholarship fund, Snyder said, came from Mattar and Thomas J. Flaherty Jr., of New York City, president of Universal Programs, Inc., and head of the mutual fund department of Fahnstock & Co., one of the oldest members of the New York Stock Exchange. Flaherty is a member of the Blowing Rock post.

ENJOY THE NEW VISITOR CENTER ATOP GRANDFATHER MOUNTAIN

PARKWAY - U. S. 221 AT LINVILLE



Carolina's Top Scenic Attraction

for
Special
Care...
from folks
who Care



...you can count on HOME!

Perhaps at no other time is special care more important than when you need MONEY. Then, you want sound, confidential and friendly service—from people you can trust. Because we are folks who care—about you and your needs—you'll always find a friendly welcome at HOME. Stop in today for the money you need for any reason. It will be a pleasure to serve you.

Guarantee:

If not completely satisfied, return your loan within 30 days at absolutely no cost to you. It will be cancelled without question... without charges.

CASH	25 MO.	18 MO.	12 MO.	6 MO.
\$100.00	\$ 5.00	\$ 7.22	\$10.00	\$18.33
200.00	11.10	14.27	19.83	38.50
300.00	16.41	21.00	29.41	54.41
400.00	20.91	27.13	38.25	71.58
600.00	29.91	39.25	55.91	105.91

Life and Disability Insurance at standard rates is available on all loans N.C.

HOME CREDIT COMPANY
212 West King Street — Boone — 264-2471

LOWWOOD

If you are going places this summer, go in a new car financed with a Northwestern Auto Loan. You'll get the lowest cost financing with no hidden costs. And your loan application is serviced immediately.

Monthly payments are arranged to suit your budget and may include the insurance premium. New or used, foreign or American, any style or model car—Northwestern finances all. Be sure to see the folks at The Northwestern Bank before you buy.

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