

Mr. and Mrs. Hill Join Gardner-Webb Faculty

Boiling Springs. — Jerry R. Hill and his wife, Elizabeth, have been named to the faculty of Gardner-Webb College...

A native of Shelby, Hill holds the B. S. and M. A. degrees from Appalachian State Teachers College...

Both Mr. and Mrs. Hill have been employed at the Baptist Children's Home, Thomasville, for the past four years...

At Gardner-Webb, Hill will succeed Mrs. Abbie Miller Mitchell who had been with the college for 26 years...

Winn-Dixie Has Profit Sharing

Greenville, S. C.—Employees of Winn-Dixie and Kwik Chek Food Stores have received \$1,086,022 in profit sharing bonuses...

The distribution of funds was made to 4,677 eligible employees of the Winn-Dixie Employees' Profit Sharing Program...

Each year, the firm sets aside a portion of its profits for distribution to employees under the program...

It is estimated that an additional \$2,000,000 will be allocated to participants' retirement accounts for the firm's current fiscal year...

The profit sharing program is part of the overall employee program of Winn-Dixie which also includes life, health and accident insurance...

The company operates 609 Winn-Dixie and Kwik Chek supermarkets throughout the Southeast.

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Change In Engraving Department

Robert Hughes is seen at the new electronic engraving machine recently installed at the Democrat office...

made by the Fairchild Corporation, and makes the cuts for the Democrat, the Blowing Rocket, The Appalachian, the Appalachian Alumni Edition and occasional publications...

Senior Citizens Have Jolly Time As They 'Play School'

Of the 1530 citizens over sixty-five in Watauga County forty had about the jolliest time yet at their August meeting on the 16th...

At the luncheon, to which the Goodmans added tempting items, all were seated around the stone table on a terrace on top of a rock cliff overlooking Hounds Ears...

tion was inspired by the unique costumes and the variety of food.

Mr. Goodman served as teacher, calling the roll and taking up groups of four at a time to recite the ABC's or to recite in reading or arithmetic.

Not every piled-up desk indicates that the man behind it is too busy to catch up with his work.

room. Recitations were given by A. E. South, Mrs. B. J. Council, Mrs. J. L. Goodnight, Mrs. Ray, Mrs. South, and the revered teacher, Mr. Goodman.

The September meeting of the Boone Club will be held at the home of Mrs. L. L. Bingham on the 20th at 110 Hardin St.

BONN AND TREATY

United States officials expressed confidence that, in due course, West Germany will sign the nuclear test ban treaty...

Karl Guenther Von Hawke, Adenauer's spokesman, said his government wants a guarantee the treaty will not be misused to give Communist East German regime more recognition internationally.

The United States has reassured West Germany that the treaty involves no recognition of the East German regime.

TASTY MONEY

Valcourt, Ontario, Canada—While working in the barnyard, Emile Pepin ripped his trousers on a nail and his wallet fell to the ground.

Later Pepin discovered his wallet was missing and returned to the barn to look for it only to find one of the hogs had already eaten \$300 of the \$600 and part of the wallet.

Reasons For Increase In Drama Attendance Given By Official

What accounts for the 20 per cent attendance increase at the Horn in the West outdoor drama this summer?

"A greatly improved and changed show, tremendous promotional efforts and pure hard work," answers Herman W. Wilcox, executive vice president of the drama.

Wilcox itemizes these efforts: The "Horn" cast has made 10 live television appearances in three states this summer.

A special invitation was extended last spring through North Carolina public school superintendents to students who study Tar Heel history to attend the drama as guests of Horn in the West.

A special supplement on the history of Carolina's mountains and Daniel Boone was added to the colorful program brochure this summer.

The Daniel Boone Wagon Train was presented by sponsors of Horn in the West. The event brought national attention to the area and the outdoor show.

Over 2000 news and feature stories have been sent to newspapers, television and radio stations and magazines.

Over 200 photographs have been sent out.

A Photographers Day was held. Over 30 newspaper, television and magazine cameramen came to Boone as guests of Horn in the West to vie for prizes for the best published pictures.

Daniel Boone and other members of the cast pose for pictures after each performance.

The theatre photographer shoots pictures of Boone and children without charge and sends the pictures to the youngsters' hometown newspapers.

Kites advertising Horn in the West given to youngsters to take home and to fly the "Horn" message.

Special prologues, including a salute to the British Minister Dennis Greenhill, oldtime harmony sing, Fred Kirby Night, Wagon Train movie, Folk Music Night with Dr. Cratis Williams, and a salute to the Blue Ridge Electric Membership Association.

A booth at Tweetsie Railroad manned by actors in Daniel Boone costume who give "Horn" brochures to Tweetsie visitors.

A Horn in the West singing quartet at the Julian Price Memorial Park three days each week.

Appalachian State Teachers College Alumni Night, featuring appearances of ASTC President W. H. Plemmons and Alumni President Leroy Sossonman of Bryson City.

Distribution of "Horn" brochures at ASTC alumni chapter meetings throughout the state.

Naming of Miss Marie Andrews as "Miss Horn in the West."

Backdrop signs for "Miss North Carolina Beauty Pageant" at Greensboro.

Billboards.

10,000 handbills distributed advertising special nights.

Bulletin boards in downtown Boone.

Distribution of brochures by cast members to their hometowns and nearby tourist centers.

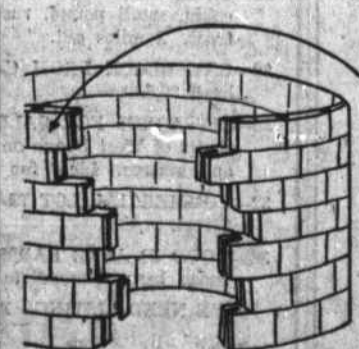
Exchange of brochures with chambers of commerce throughout the country.

Special ticket offer in national Mobile Tourist Guide. Horn in the West was only outdoor drama selected by the Guide.

Advertisement for hearing glasses: HARD OF HEARING This Coupon Is Valuable It will bring you FREE INFORMATION about the beautiful new Mayfair HEARING GLASSES for those who need the best in hearing. Includes a form for name, address, and city.

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Large advertisement for Kelvinator washing machines. Features the headline 'Now, a remarkable way to get clothes cleaner with less water, less detergent, less wear!' and 'KELVINATOR WITH THE GOLDEN TOUCH'. Includes an image of the machine and a list of benefits: PRESCRUBS FOR YOU, VIGOROUS WASHING, LESS LINT, LESS WEAR, SAVES WATER, DETERGENT, CLEAN OVERFLOW RINSING, WASHES EVERYTHING SAFELY, NO GEARS TO WEAR OUT, WASHES 1 TO 12 LBS., 5-YEAR PARTS GUARANTEE. Price: only \$264.95 with trade. Store: AYERS ELECTRIC SHOP, 111 E. Howard St., 264-3877.