



TRI-COUNTY CHAMPIONS—This year Appalachian High School placed four students on the All-Tournament team. They were selected on their ability to play and their sportsmanship. Captain Jeanette Cooke, Betty Ann Edmisten, and Mary Lee Edmisten were chosen for the girls' team. Harbin Moretz was chosen to represent the boys' team. First row, left to right: Barbara Winkler, Rebecca Bingham, Jeanette Cooke, Mary Lee Edmisten, Shirley Cooke, Betty Ann Edmisten, Margaret Watson, manager, Miss Elizabeth Guy, coach, Buddy Wey, Shirley Ann Norris, Peggy Hampton, Corinna Shull, Mary Frang Gragg, Nancy Dea, Winkler, Clara Teague, Jean Keplar, manager. (Photo Palmer's Photo Service)

Appalachian Hi Girls Win Trophy In Area Tourney

The Tri-County Tournament was held recently in the Appalachian State Teachers College gymnasium. There were 14 boys teams and four girls teams in the tournament. Three counties were represented in the boys games. These were: Ashe, Avery, and Watauga. The girls cannot play out of their home county in tournaments so they played for the Watauga County Championship.

This is the first time in the history of Appalachian High that the girls have ever won a championship trophy.

The girls of Boone met the Blowing Rock team Friday afternoon in the opening game of the day. Jeanette Cooke, with 30 points, and Mary Lee Edmisten, with 16, were backed up by a trio of close workers: guards in giving the Appalachian girls a victory over the Blowing Rock girls. The final score was 59-23. This moved the Appalachian girls into the finals of the tournament.

The Appalachian girls defeated the Cove Creek girls 41-31 in a thriller to cope the championship trophy. The girls' game was a close battle for the first period

with the teams tied at 9-9, but Boone moved out in the second quarter, grabbed the lead and was never headed. Jeanette Cooke and Mary Lee Edmisten paced the victory at attack for Boone girls while Harbin Moretz was the big star for Cove Creek. The guards of both teams played well.

Newspapers Get Most Ad Money

Clemson, S. C., Feb. 27.—The nation's newspapers receive one-third of all money spent for advertising purposes, members of the Newspaper Advertising Executive Association of the Carolinas were told here today at the opening of a two-day meeting.

An advantage of 85 per cent of the advertising budgets of department stores goes into newspaper advertising, said Allen Sikes, field director of the Bureau of Advertising, New York.

He said popularity of the newspaper as the most effective means of reaching the consumer is shown by the fact that newspaper circulation is at an all-time high.

Sikes also said there was no evidence in any part of the nation of any adverse effect of television on newspaper readership.

KING STREET

Continued from page one, around the fat bellied stove, and made plans for the growth of the town... And out of such conferences came the railroad, and the big spurt of building, and such promotions as the county road bond program, the building of sidewalks to take the place of the gravel and plank ones, and assorted other projects... There was no formality, no speech-making—everybody had his say, the question was voted on, and the meeting adjourned... In case something came up, a meeting could be arranged in five minutes, flat, and the matter chased from the civic chest... It was a crude approach perhaps, but it worked, and out of such gatherings, came the present efficient Chamber of Commerce which was given a firm foundation on which to build!

The farmer received 48 cents on every dollar the consumer paid for retail farm products in 1952. In 1951 the farmer got 50 cents, in 1945—the high point—he received 54 cents.

Manganese, one of the minor elements in plant nutrition, is thought to play a similar role in animal health.

McCULLOCH 3-25 1-MAN CHAIN SAW

Weights only 25 lb. COMPLETE! 3-hp gasoline engine! Saws FULL POWER in any position!

Light and powerful McCulloch 3-25 takes the work out of cutting wood. Has automatic clutch, kickproof rewind starter, built in chain oiler, many other features!

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Box 228, North Wilkesboro, N. C.
PHONE 458

Cottonseed meals can be produced which are satisfactory protein supplements for cereal grains in swine rations.

Taft blames the Democrats for the fall in farm prices.

Kansas fears a poor wheat crop due to wind, dry winter.

The U. S. Treasury will get big return from Truman's memoirs.

APPALACHIAN THEATRE

- Thursday
Stars And Stripes Forever
Clifton Webb
Ruth Hussey
- Friday
Outcasts Of The Island
Trevor Howard
Ralph Richardson
- Saturday—11 o'clock
Trail Guide
Tim Holt
- Saturday Night—7 and 9
Steamboat Round The Bend
Will Rogers
- Monday
Eight Iron Men
Bonar Colleano
Arthur Franz
- Tuesday
Not A Word Spoken
The Thief
Ray Milland
Rita Gam
- Wednesday and Thursday
The Stogie
Dean Martin
Jerry Lewis

Serve Coke at home... make hospitality easy

Generations of Americans have enjoyed this wholesome refreshment. So easy to serve, Coca-Cola is a cherished favorite of people everywhere.



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WHITE MESH Trimmed in Black Patent \$5.95



BLUE LINEN—White Leather Trim \$5.95



GREY COBRA \$6.95



BELK'S "TEENAIRE"—Red, Black, Patent, and White — \$3.95

We have and are receiving almost daily NEW STYLES IN SHOES for every member of the family. Pictured are just a few of the many styles and leather combinations we are showing this Spring. We are showing the most diversified line of shoes we have ever shown. We carry Weyenberg Shoes for Men, Natural Bridge Shoes for Men and Women, Red Riding Hood Shoes for Children, Freidman Shelby Work Shoes for Men.—Easter is on its way—Make BELK'S Your Headquarters for All Your Shoe Needs.



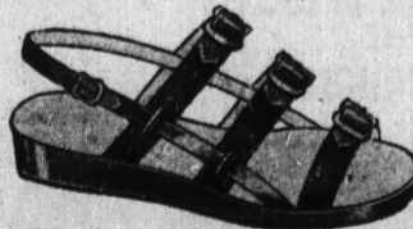
SOFT SOLE—Red, Green, Black, White, Light Tan — \$2.95



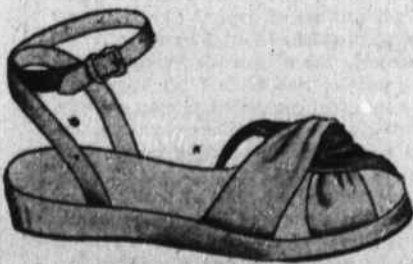
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