THE LAKE NORMAN MUSIC HALL

wy. 150, Terrell, N. C.

-APPEARINGanday - Nov. 12, TWO SHOWS

3 P.M. & 7:30 P.M.

"MEL TILLIS"

"THE STATESIDERS"

\*Plus Guest Group Adults \$3.00 - Children \$1.50 All Reserved Seats \$4.00

COMONG - The 9th Annual "FIDDLER'S CONVENTION" and

JCK DANCE CONTEST Nov. 23, 7 P.M.

nursday - Thanksgiving Night

# Tar Heel Spotlight

Department of Art, Cuture And History SAM RAGAN, Secretary

Lattice" mode of bridge con-century.

often that Ithiel Town built the say, it has two. hough he certainly had more in-

Ras see Mill Bridge, one of the four still standing, is a combination grist mill and bridge and is

settlers" is how the Southern Covered Bridge association describes the four remaining covered bridges in North Carolinawhere once there were hundreds.

Tredit enally it has been thought that the concept of the covered bridge was introduced to North Carolina by Ithial Town, an architect from New Haven, Connecticut, who also helped to lesign our capite in the 1998. The is most noted for the "Town, Lattice" mode of bridge contentury.

Randolph county has always had more covered ridges then bridge in North Carolina was uilt across the Yalkin river between Salisbury and Winston Ralem.

Discovery of the Rascoe Mill broard Fridge in Pertie county, and refrige the earlier standing in the state; that is the state of the state; that is the state of the state of the state; that is the state of the state of the state; that is the state of the state of the state; that is the state of standing in the state: that is to

VOCATIONAL INDUSTRIAL CLUBS OF AMERICAN

The district 6 (Vica) Cur's met at Kings Mountain high school, November 8th (Wednesday) for a district Leadership Conference. Approximately 200 students and advisers registered and partici-pated in the work shop.

The opening ceremony was given by the district officers. The ntroduction was given by Myers Hambright. The welcome was given by Howard Bryant, Director of Instruction for Kings Mountain City Schools.

Nurham O. Warwick, Chief Consultant for Occupational Programs, for North Carolina spoke

grams, for North Carolina spoke the group. Brief Comments were given by Stephen Nance and Glen Bush, district advisors. All students participated in a training class of their choice or relative to an office they held. The leadership training programs were taught by the district of-

Local Vica students participated in registration and guides for he meeting rooms and tours of building. The social hour was held from

Kings Mountain Vica Advisors are: Paul Fulton, Brick Laying; Edgar Guy, Drafting; William Young, Auto Mechanics; Myers Hambright, Industrial Cooperative Training and Mechanics

ive Training; and Mrs. Lillian Whitworth, Cosmetology.

## 97 Students On Honor Roll

Th'rty-eight eighth graders and "Weathered monuments to the imagination, ingenuity, and determination of our 19th century settlers" is how the Southern to be the oldest in the state.

The riveleght eighth graders and in the state of the Floror Roll at Central Junior Covered Bridge agreeation de high school for the first nine weeks session of this school year, August-October.

Flighth Grade: Kevin Wendell Aldison, Tamen Joy Appunig, Jonie Blanton, Scott Enchax, Jonie Blanton, Scoti Bn dnax, Mike Bumgardner, Thomas Francis Burke, Laura Jane Campbell, Ricky Deaton, Donne Dyke, Rita Early, Christopher Fitch, John Gamble, David Harbison, Christopher Holmes, Bonnie Hinnant, Karen Lall, Sarah Maner, John Masters, Kenneth Maurey, Judy McGinnis, Mark Mertier, Phillip Morrison, Waster, Comons Narron, Sharon Friette, Randy Putham, Billy Riggs, Chay, Salmons, Kerny Self, Benerly Shirov, Maxine Short, Dong Shrox, Robin Spears, Tim Spicer, Gina Renes Strouge, Lynn Fate, 1979

standing in the state: that is to say, it has two.

One of the Randoph county ridges is the Skeen's M i brigg which crosses a branch of the Little Uwharrie river northeast of Asheboro and is the only remaining example of the Town Lattice bridge in the state. The richer, known as the Pisgah Covred Bridge, crosses a branch of the Little River two miles west of Pisgah. It is unique in that it was built with donated materials as a community project and is said to have cost a total of forty dollars.

The question has long been debated as to why the bridges were covered. While many still prefer to believe that they were constructed solely for the laene fit of strolling sweetheasts, the truth seems to be more much lane: to keep the main structural timbers dry lest they rat rom repeated exposure to sun and rain.

In any event, these four de remain as remnants of a slower paced era, and hopefully they can be preserved as small tangible reminders of technological change and development in the state and nation.

200 VICA'ets

At Workshop

\*\*County Self, Reserve Visit of Mark County Self Count



to keep out air and dirt. For chest or facial injury, speedy medical help may be most ur-jent because of breathing dif-liculties. Get the emergency help of a local doctor before

After you see your doctor bring your prescription to

### Share a smile. Get together by long distance tonight. And remember-you'll save up to 50% of the low evening rate if you dial direct without an operator's assistance. Keep intouch by long distance, and keep smiling.

### **Employment Opportunities** Immediate Openings in Production

No Experience Necessary

We provide on-the-job training leading tto responsible positions in flotation and grinding plant operations.

CHECK THESE ADVANTAGES:

Excellent Starting Rates Paid Vacations Paid Holidays Group Insurance Pension Plan Opportunity For Advancement

Now Interviewing 8:00 A.M. - 4:00 P.M.

### United States Gypsum Co.

Kings Mountain Plant (An equal opportunity employer)

Located approximately 4 miles South of Kings Mountain on 216 (Grover Road). Look for USG sign with arrow





**RED AND WHITE** PEPPERMINT STRIPED BABY COVERALL

Adorable gift with a ractical note every busy Mother appreciates Cuddly soft Dacron polyester and nylon stretch has snapfasteners from neck through crotch to covered feet. Pom-pom just for fun. Stretch sizes

small, medium, large.

## What are the 3 most important rules for profitable newspaper advertising?

**uestions** 

about NEWSPAPER ADVERTISING

MEMO TO ADVERTISERS

- A. 1. Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and
  - 2. Advertise regularly. Make your advertising do what successful salesmen do—call on enstumers and prospects consistently.
  - 8. Indist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy messager advertising.
- Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buy-ing merchandise—for example, like STERLING on silver?
- A. Yes-in the well known circulation standards
- Q. What is the A.B.C.?
- A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards

for measuring, auditing and re-porting the circulations of news-papers and periodicals.

### Q. What does A.B.C. do for met

- A. At regular intervals one of the Bureau's large staff of experienced circulation suditors makes a thorough audit of the circulation records of each publisher member. The results of each sudit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?
- A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other PACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.
- Q. Are all publications eligible for A.B.C.
- se with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. Is this newspaper a member of the Audit Bureau of Circulations?
- A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C.

TO BY BURNING

KINGS MOUNTAIN HERALD

& REPORTS - FACTS AS A BASIC MEASURE OF ADVERTISING VALUE