

# The Kings Mountain Mirror Publishes First Issue

The Kings Mountain Mirror, a modern weekly newspaper designed to give Kings Mountain a new look at itself, makes its first appearance with this September 1, 1971 issue.

The new newspaper will be published each Wednesday morning here in Kings Mountain by the Mirror Publishing Co., with offices at 146 West Mountain Street.

The Mirror's mailing address is P. O. Box 345, Kings Mountain.

After months of consideration and preparation, the Mirror was established here with a strong belief in the growth and future of the Kings Mountain area, and a desire to be a part of that growth by providing this area with a high quality community oriented newspaper.

Top staff positions on the new paper will be filled by two Cleveland County men who are part owners of the Mirror.

Rodney Dodson, 24, has been named editor of the Mirror. He has been managing editor of the Cleveland Times in Shelby for the past two years. He attended Gardner - Webb College in 1965-66 where he worked on the staff of school publications.

He was later employed by the Spartanburg (S. C.) Herald - Journal, and also worked on the news staff of the Blacksburg Times.

Dodson is married to the former Sue Hall of Gaffney, S.C.

Lem R. Lynch, 25, will be photographer for the new newspaper. Lynch has done extensive reporting and photography for the Charlotte Observer, Shelby Daily Star, and other publications, in addition to operating his own commercial photography business in Shelby.

A veteran of two years in the U. S. Army, he served as a photographer while stationed in Vietnam.

The combined experience of these two energetic newspapermen will bring to the Mirror's readers the best in local news reporting, features, and photography.

Each week, in addition to reporting the latest news, the Mirror will bring its readers in contact with interesting people and events in this community through feature stories heavily illustrated with exciting photographs.

The "Sports Mirror" each week will provide fans with on-the-spot coverage of local sporting events.

The football season is here now, and the Mirror will focus on every action-packed Kings Mountain High School game with full picture-page coverage.

The "Society Mirror" will feature the latest news of special interest to women,

with large, clear, and engaging pictures. Any news of general interest to women will be welcome for publication in this department.

"Mirror Viewpoint" will offer editorial opinion concerning local issues. The editorial page will be a forum for columns and personal comments by the editor and other contributors, the contents of which represent only the opinion of the writer, and not necessarily the view of this newspaper.

The Mirror always welcomes letters to the editor for publication, provided they are signed by the writer.

The Kings Mountain Mirror is printed by the "offset" method, a photographic process, which delivers clear reproduction of photographs and clean, easy-

to-read type.

It's easy to see the difference offset printing makes just by looking at this first issue.

From the advertiser's viewpoint, offset makes advertising easier. Layout is more versatile, and photographs and cuts can be easily added. A more readable, cleaner ad is the end result.

An initial circulation of over 4,000 copies of the Mirror will be distributed free throughout the Greater Kings Mountain area for the next several weeks.

New subscribers will begin receiving the Mirror by mail each Wednesday morning as soon as mailing arrangements are made. The subscription rate has been set at \$4 per year.

Individual copies will sell for 10 cents each.



LEM R. LYNCH



RODNEY DODSON

## Drop In Attendance

## Total Of 4,208 Students Enrolled In City Schools

An updated report by Superintendent Donald Jones reports that after six days of school, a total of 4,208 students are now enrolled in the city schools, including 62 in Kindergarten classes.

At the end of the tenth day of school last year, a total enrollment of 4,288 was registered. This is a drop in attendance of 80 students below last year's enrollment.

Jones says he is surprised by the drop in attendance, but explained that enrollment in the first and second grades is down some this year.

The total elementary school enrollment accounts for approximately half of the total, with 2,161; followed by 1,276 at the High School, and 709 enrolled in Junior High.

A breakdown of the elementary enrollment reveals that 370 are enrolled at Bethware, 354 at East, 425 at Grover, 615 at North, and 344 at West. 53 are enrolled in the early childhood Title I program for first and second graders.

Jones added that this year's school opening has gone exceptionally well, with fewer schedule changes and less confusion than ever.

## Offices Open On Mountain Street

The Mirror has opened its offices at 146 W. Mountain St. in the heart of downtown Kings Mountain.

Office hours are from 8:30-5:00, Monday through Friday, and from 9:00-12 noon on Saturday.

Our telephone has not yet been installed. The number will be announced in the next weeks issue.

All of our readers are invited to come by our office and get acquainted with us.

Don't forget our mailing address - P.O. Box 345, Kings Mountain.

## Inside The Mirror!

\*Johnny McDevitt Wins Local Soap Box Derby, and Daddy Takes A Ride! See Page 14-15.

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## Mountaineer Days Celebration

### Slated For Oct. 4th - 9th

Mountaineer Days, a week-long celebration, has been slated here for the week of October 4th - 9th.

The City of Kings Mountain, Chamber of Commerce and Merchants Association are jointly sponsoring the 1971 Mountaineer Days program.

The last celebration of this nature was held in Kings Mountain in 1935, and the sponsors are hoping for enough participation this year to make Mountaineer days an annual event.

A tentative schedule of events has been prepared by Robert G. Cox, overall coordinator of Mountaineer Days '71. Cox emphasizes that the schedule is tentative, and is hoping for more activities to be scheduled.

On Monday, October 4th, the schools will sponsor an art contest. Later in the day, a street dance will be sponsored

by the City of Kings Mountain Recreational Department.

Tuesday, a beard contest is on schedule. Also the contest naming Little Miss Mountaineer, and the Best Dress Costume contest.

School art exhibits will be held Wednesday. Also Wednesday, the Kings Mountain Jaycees have scheduled an appearance by Miss North Carolina. Later Wednesday, a gospel singing will be held.

A Band Concert will be held Thursday either at the old City Stadium or at the Community Building.

Friday will be a treat for the kiddies, with a scheduled appearance by TV cowboy and singer, Fred Kirby, from 3-5 p.m.

A Singout and performance by the High School Chorus will be another Friday attraction.

Saturday, the final day of the celebration, is the day of the Grand Ball.

The American Legion and VFW Auxiliaries are scheduled to sell refreshments at many of the week's events.

According to Robert Cox, "Mountaineer Days is a project of all of the people of Kings Mountain. If it is to be successful and an annual event we must all help make it so. Clubs, churches and schools each of us doing our own thing to make it a really big show."

The Chamber of Commerce and Merchants Association are requesting that all social, fraternal, and service clubs of Kings Mountain will pick out an event or project to sponsor in 1971, then improve on it in 1972, and future Mountaineer celebrations.

"This is the only way we can afford a week-long celebration, everyone pitching in to help!", Cox added.

## Subscriptions Being Taken

Free distribution of the Mirror will continue for just a few weeks. We wanted to give everyone in the Kings Mountain area the opportunity to get acquainted with their new newspaper.

We now invite you to be among our first subscribers. If you would like to receive the Mirror each week, just fill out the convenient subscription order blank inside this issue, or just come by our office and let's get acquainted in the process.

Our subscription rate has been set at only \$4 per year. If you enjoy our first issue, we hope you will make the Mirror a weekly habit at your home.

Why not send a subscription to an out-of-town friend?

The very first subscription to the Kings Mountain Mirror was sold to Chuck Templeton, Manager of Clark's Tire Co. here in Kings Mountain.

We are happy to have Chuck among our first subscribers.

Many have already requested subscriptions prior to the printing of this first issue. Their names will be added to our subscription files, and will begin receiving the Mirror each week when mailing begins.

## School Safety Alert Begins

The city of Kings Mountain begins its annual drive to alert motorists to drive with extra care in school areas and near school buses this week . . . and during the weeks to come.

Colorful "School's Open" posters are being displayed throughout the community as part of the national effort by the American Automobile Association and the Carolina Motor Club to reduce the death and injury of our children.

Citing national figures revealed in a recent AAA nationwide survey, Chief of Police Thomas McDevitt pointed out that each year some 500 school children aged 5-14 are killed and nearly 11,000 are injured as they travel to and from school.

Because the AAA study showed that kindergarten and first grade youngsters suffer the greatest number of school-route pedestrian injuries, Chief McDevitt urged parents to walk with their children at least on the opening day of school to make certain that the youngsters take the safest route to school.

If at all feasible, the chief said, parents should avoid driving children to school because this only adds to the traffic confusion around school areas, thus creating extra hazards for all youngsters going to school.

## Mirror Viewpoint

### What's In A Name?

In choosing a name for Kings Mountain's new newspaper, the publishers wanted to convey the idea of giving Kings Mountain a look at itself by reflecting the life of our growing community.

With this thought in mind, the Kings Mountain Mirror was conceived.

We believe that a newspaper on the community level should offer its readers more than just a categorical listing of the news.

A newspaper should be attractive, easy to read, informative, entertaining, pictorial, and stimulating.

We shall always strive to be all of this and more in our efforts to produce the best, most modern news-weekly possible for Kings Mountain.

An independent publication devoted only to the people of this community, the Mirror does not represent the political persuasion of any group, individual, or party.

We shall make every effort to become an asset to our community by contributing to its cultural and economic growth, and we ask your reciprocal support, cooperation, and friendship.

We would like to thank everyone who helped us make possible this first issue. Your support and encouragement were invaluable.

The Mirror is your newspaper, Kings Mountain, with your continued support, we can make it a great one!

Your comments would be appreciated.



## Aerial View Of Kings Mountain!

Kings Mountain, N.C., a growing, progressive city, is the home of the new Kings Mountain Mirror. A newspaper dedicated to the future prosperity of this area, and the general well-being of its people.

This striking aerial view of the city by Mirror Photographer Lem Lynch is an example of the high quality of photographs the Mirror will publish each week.