

KINGS MOUNTAIN HERALD

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Herald's New Home Underway

The Kings Mountain Herald has begun construction of its new offices and printing plant.

The facility will be located on a six-acre tract at the corner of E. King St. and Canterbury Rd. - and will be constructed entirely of logs.

The nearly 16,000 sq. ft. makes it the largest log structure in the United States. A truly unique concept for a newspaper plant, the structure was designed by Rustic Log Homes Inc. of Kings Mountain, which will supply the materials.

The new facility will be called The Herald Publishing House and will house the staff and printing equipment to produce The Herald twice weekly and The Belmont Banner, Mount Holly News, Bessemer City Record and The Cherryville Eagle - the company-owned suburban newspapers. (See related story on The Cherryville Eagle on this page).

The new facility will be for multi-purpose use; the front section to house a combination gift-stationary-office supply shop, the center portion to house the newspaper offices, typesetting, photo and production darkrooms and newspaper production facilities, and the rear portion, the newspaper printing and commercial job printing facilities.

"I speak for the entire Herald staff in saying how happy we are to have the new plant under construction," said Garland Atkins, publisher. "This is a dream coming true for all of us and we hope our dream will be something the entire community will be proud of."

Atkins said, "I am told our facility will be the largest log structure in the United States. At any rate, we'll stick by that statement until we find a larger one."

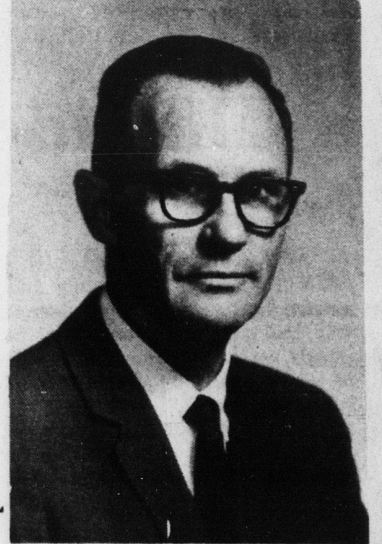
Atkins said planning of a complete newspaper plant for Kings Mountain has been underway for about two years, but that the log concept was a more recent development. "The idea had natural appeal to us considering the history of Kings Mountain," he said. "We were fortunate to have found a company right here manufac-



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turing logs for domestic and commercial construction - Rustic Log Homes, Inc. That firm has worked very closely with us in creating The Herald Publishing House."

Atkins said research has shown that log structures, with its natural insulation quality, are very energy efficient, a subject close to everyone.

"The plant will not only be built of logs," the publisher said, "but we are planning to heat portions of this building with log-burning stoves. We are also investigating the possibility of using rolled

newspaper logs. This would allow us to heat portions of the building with our own newsprint waste. We believe this will set a good example in fuel conservation."

Atkins said further plans call for developing a log-structured shopping center on the remainder of the six-acre tract. The shops and offices will be leased.

Herald General Manager Darrell Austin, who is overseeing the new venture, said the newspaper plant should be developed by early spring of 1980, but added, "Portions of the plant may be occupied before spring. If we see our gift and office supply shop is ready, it will be opened before Christmas. The foundation is being poured this week and the log construction should begin within six weeks."

Herald Advertising Director Clyde Hill, who will be in charge of overseeing the installation of the new printing equipment, commented, "We plan to gradually move the entire operation into the facility until all of the printing equipment is installed."

Atkins, Austin and Hill agreed that the "very cooperative nature of citizens and officials in Kings Mountain made the decision to locate the new facility here very easy to make. Herald officials said they are very thankful for the help of Mayor John Moss and Jerry King, city development director, for helping secure a site; to the city board of commissioners and city planning and zoning board for their help; and to Alvin Moretz, city engineer, for his pre-construction suggestions and planning.

"But this is all being made possible by Tom Tate at Home Savings and Loan, Gary Whitaker at Kings Mountain Savings and Loan and Independence National Bank," Atkins said. "The entire community has just been great."

Herald Purchases Eagle

The Herald Publishing Company, which publishes not only the Kings Mountain Herald, but also The Belmont Banner, The Mount Holly News, and The Bessemer City Record, is adding a new member to its newspaper family - The Cherryville Eagle.

Publisher Garland Atkins announced today that the Herald Publishing Company would assume ownership of The Eagle on September 1.

This brings the number of newspapers The Herald publishes to five, with a total combined paid circulation of over 20,000.

The Herald and Eagle have been negotiating for several months. Mr. Fred K. Houser, Eagle Publisher will remain in that position for one year.

The Herald will continue to operate the Eagle in its location in Cherryville. The printing will be done in the new "Herald Publishing

House" upon its completion in early spring.

The Cherryville Eagle is the oldest weekly newspaper in Gaston County.

The newspaper will be seventy five years old next year. "We are pleased to be able to add this fine paper to our family," Atkins stated. We plan to continue the Eagle in its fine tradition and to make it the best local paper possible."

"Mrs. Houser and I are happy that we were able to keep the ownership of The Eagle in local hands," stated the Eagle Publisher. The Atkins' family has long been a respected name in the newspaper business and I am looking forward to seeing the Eagle continue in this tradition.

"I also look forward to seeing it printed in the new Herald Publishing House plant," Houser stated.

(Turn to page 2A)