

Carolina Freight Wins National Advertising Award

Chicago, Illinois—Carolina Freight Carriers Corporation's 1980 Advertising Program was recently named Best of Division in "Overall" advertising competition. The Business/Professional Advertising Association made the selection and presented the award. The award, in competition with more than 7,500 entries from 1,300 companies throughout the nation and some foreign countries, was presented to Jim Booker, Carolina's Public Relations and Advertising Manager, during the B/PAA's annual award dinner here at the Continental Plaza on April 7.

According to a spokesman for B/PAA, the award highlights the

finest work the advertising profession has to offer.

In an article in INDUSTRIAL MARKETING, the writer says, "The Pro-Comm awards represent the best examples of business communications creativity. Entries have quadrupled in number since the competition began six years ago. The entries are judged on visual impact, clarity of message, selling proposition and the effectiveness of the overall creative effort as matched against stated objectives."

A total of 1,302 companies sent in entries for the 1980 competition. For the first time, this year, a single winner was picked

in each category to represent the Best Of The Division. Carolina Freight was selected "Best" in the overall, more than \$100,000, division. Other winners included DuPont Agrichemicals, Eastman Kodak, Remington Arms, Consolidated Aluminum, Scott Paper and Gates Rubber Company.

The winners, 89 from 7,500 entries, were selected by a panel of 26 judges representing advertising agencies and publishing houses.

The winners were awarded certificates of achievement and trophy winners were picked in each of the 20 divisions.

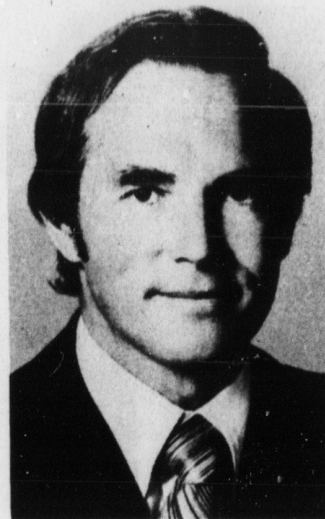
Carolina's winning advertising

program is entitled "The United States of Carolina" and includes a series of five four-color advertisements along with collateral material such as the "Shippers' Bills Of Rights" and a small leave-behind Carolina Flag.

In other national competition this week, Carolina's program won a third place overall award and a second place single piece award. These recognitions came in the annual American Trucking Associations' Sales Council competition and was based on individual effort and not on the entire program as a whole.

Jim Eaton, Senior Vice President of Sales for Carolina was in Florida to accept these awards.

Jarriel To Speak At Gaston



TOM JARRIEL

A senior correspondent for ABC news, Tom Jarriel, will speak on the Gaston College campus on Monday, April 27. The speech will be in the Myers Center Auditorium at 8:15 p.m. Admission for the general public will be \$2.

Jarriel is a frequent reporter for the ABC News prime time weekly magazine program, "20/20," covering such diverse stories as intellectually gifted children in the United States, emergency medicine, and fraudulent sales in the gold and silver markets. He also provides commentaries for the ABC Radio Network.

Jarriel, a veteran Washington correspondent for ABC news, has been actively involved in covering national politics since arriving in Washington in 1968. He earned well-deserved recognition for his work during the Watergate era, covering the events leading up to the resignation of President Nixon and the inauguration of President Ford. He also traveled around the world covering Nixon on his historic trip to China, and later returning there with President Ford. Mr. Jarriel also has traveled on several occasions to report on summit meetings in Moscow and was with President Ford when he met with Russian leaders in Vladivostok. Other political reporting assignments have included coverage of California's Proposition 13 political battle and numerous primary elections in 1978.

Jarriel first received national distinction for his coverage of the civil rights movement in the South and was the only network news correspondent covering James Meredith, the first black to enter a previously white university, when Meredith was gunned down. He was also the only network news reporter to be covering the Rev. Dr. Martin Luther King in Memphis on the night of his assassination.

Horse Show Is Slated May 8-9

South Mountain Shriners will hold the fifth annual two-day horse show Friday, May 8th, and Saturday, May 9th, at Clineland Center in Cherryville and all proceeds are earmarked for the Crippled Children's Hospital.

The Friday event is slated for 7:30 p.m. and Saturday shows are at 1 p.m. and 7 p.m.

Competition is open to the public. "Bring a horse and ride so that a child may walk" is the theme of the event which offers cash prizes and handsome awards to the winners.

Eighteen classes of competition are featured in the Friday opening show including English halter, racking halter, racking mares, racking stallions and colts, juvenile English pleasure, men's racking, style racking, ladies English pleasure, flat shod racking, English 3 Gaited Natural tail, three-and-four year old racking, speed racking, English pleasure championship, and racking championship.

The Saturday afternoon show will include 24 events and including halter, two years and under; halter, three years and over; trails, pole bending, junior western pleasure, go as you please, 14-18, fastest around the track, senior western pleasure, potato race, ladies western pleasure, pole bending, ladies barrel race, juvenile western pleasure, coke race, men's western pleasure, barrel race 14-18, go as you please, 13 and under, juvenile western pleasure, fastest around the track, horsemanship, open western pleasure, and fastest around the track.

The Saturday night events will include lead line, walk trot, 10 and under, potato race, 18 and under, coke race, juvenile western pleasure, saddle bag race, pole bending, registered AQHA pleasure, juvenile barrel race, ladies western pleasure, buddy pick up, ladies barrels, potato race, gentlemen's western pleasure, go as you please, fastest around the track, championship western pleasure, and championship barrels.

Show chairman is Jack Boyles and flag barrier is Perry Walden, of Cleveland, Tenn., riding crown Royal owned by Mr. and Mrs. Jake Lutz.

AD EXPIRES 4-25-81

Green Stamps

IS HERE... CELEBRATING...

5 DAYS!

VANITY FAIR BIG ROLL

TOWELS

FOR **2.99**

LIPTON...100 CT.

TEA BAGS

\$ **1.99**

48oz. JUG...

WESSON OIL

\$ **1.79**

THERE'S NO FOOLING...THESE SPECIALS ARE REAL.

NOW YOU CAN GET MORE FOR YOUR STAMPS WITH STAMP PRICE SPECIALS

VEAL SALE

RIB STEAKS \$3.49 LB.

CUBED STEAK \$3.99 LB.

BLADE... \$1.99 LB.

ROASTS \$1.99 LB.

SHOULDER ROASTS \$2.39 LB.

SELECTO BACON REG OR THICK \$1.49 LB.

SAUSAGE HOT OR MILD \$1.19 LB.

12oz. BEEF... \$1.29

FRANKS/BOLOGNA 12oz. MEAT... 09¢ EA.

FRANKS/BOLOGNA 4/5LBS... 2.49 LB.

HAM HALVES

US CHOICE BONELESS

CHUCK ROAST

\$ **1.49** LB.

STAMP PRICE SPECIALS 1

WITH A FILLED STAMP PRICE BOOKLET

5LB. RED BAND FLOUR

EXPIRES 4-25-81 **29¢**

STAMP PRICE SPECIALS 2

WITH A FILLED STAMP PRICE BOOKLET

4 ROLL PACK CHARMIN BATHROOM TISSUE

EXPIRES 4-25-81 **39¢**

STAMP PRICE SPECIALS 3

WITH A FILLED STAMP PRICE BOOKLET

GALLON JUG CLOROX BLEACH

EXPIRES 4-25-81 **15¢**

STAMP PRICE SPECIALS 4

WITH A FILLED STAMP PRICE BOOKLET

GIANT BOX COLD POWER

EXPIRES 4-25-81 **59¢**

STAMP PRICE SPECIALS 5

WITH A FILLED STAMP PRICE BOOKLET

KRAFT 1/2 GAL. ORANGE JUICE

EXPIRES 4-25-81 **59¢**

FOOD GREEN GIANT

19oz. JAPANESE VEGETABLES 79¢

10oz. IN BUTTER SAUCE... BROCCOLI SPEARS 79¢

10oz. BRUSSEL SPROUTS 89¢

10oz. NIBLETS CORN 69¢ EA.

NIBLETS CR. CORN 89¢ EA.

6 EARS SMALL NIBLETS CORN ON COB 89¢

6 EARS (LARGE) CORN ON COB 99¢

10oz. PEAS IN BUTTER SAUCE 79¢

10oz. BOIL IN BAG... BROCCOLI IN CHEESE SAUCE 79¢

9oz. ENTREE MAC. & CHEESE 59¢

9oz. ENTREE MEAT LASAGNA SAUCE 99¢

COUNTRY STYLE CUT UP

FRYERS

2 TO A PACK **69¢** LB.

3LBS. OR MORE LEAN.....

GROUND CHUCK

\$ **1.69** LB.

3LBS. OR MORE.....

GROUND BEEF

\$ **1.19** LB.

US CHOICE BONELESS.....

SHOULDER ROAST

\$ **1.99** LB.

BAKERY

GLAZED... \$1.39 DOZ.

DONUTS \$1.39 DOZ.

BLACK FOREST... \$3.99 EA.

CAKE \$3.99 EA.

FRESH STRAWBERRY PIES \$2.99 EA.

APPLE BREAD... \$1.49

CITY HWY.-HWY. 274 ---BESSEMER CITY