

Kings Mountain Herald

takes pleasure in publishing its first

Circulation Audit Report

by the

Audit Bureau of Circulations

For The Quarter Ending March 31, 1952

Average Net Paid Circulation **1435**

Bulk Sales **385**

Representing an average of 20 copies per issue sold to a local drug store at 3 1/2c per copy for free use of patients in a local hospital, and an average of 365 copies per issue sold to local business concerns at \$1.55 per yearly subscription for use of their employees, distribution being made by publisher to names and addresses furnished by the purchasers.

Total Paid-For Papers **1820**

(Average of EACH ISSUE During The Period January 1, 1952 to March 31, 1952)

What Is A. B. C.?

The Audit Bureau of Circulations, of Chicago, Ill., was organized in 1914 by buyers and sellers of advertising space for the purpose of helping publishers to sell advertising space and to help advertisers and their agencies to buy advertising space.

The Audit Bureau of Circulations is the only auditor or auditing agency recognized in the publication trade (newspapers, magazines, business periodicals, farm magazines), for determining the paid circulation of publications.

Though 86 percent of the income of the Audit Bureau of Circulation is supplied by the publications it audits, the Audit Bureau is controlled by the buyers of space, the board of 27 numbering 12 advertisers and three advertising agency representatives, against a dozen publisher representatives spread among the several publication divisions.

Publication of its initial audit report is another step forward for the Kings Mountain Herald, now joining more than 1,700 other small and large progressive, honest newspapers of the nation in using the auditing service of the only agency recognized by buyers of advertising space as capable of furnishing accurate figures on newspaper circulations.

Certified Copy of this Audit Report is Available to All Herald Advertisers or Prospective Advertisers



Kings Mountain's RELIABLE Newspaper — Member Audit Bureau of Circulations

Established 1889