

Organist Welsh At Davidson

Davidson, N. C. — Organist Wilmer H. Welsh, associate professor of music at Davidson College, will be heard in his annual spring recital at 8:15 p.m., Friday, March 4, in the Davidson College Presbyterian Church on the Davidson campus. The program is presented free and the public is cordially invited.

Welsh will play the Johann Sebastian Bach "Catechism". This work is a musical statement of the principal articles of the Christian Faith. The body of the work consists of ten extended chorale preludes for manuals and pedal, interspersed with shorter chorale preludes, fughettas and duets for manual alone. All sections except the Kyrie and Gloria are melodically based on Lutheran catechetical hymns from which the whole work derives its name. All sections for manuals alone in this composition will be omitted for this concert, however.

Professor Welsh played this all-Bach recital at St. Paul's Chapel at Columbia University in New York and at Cornell University recently. He was heard in the dedicatory recital of the rebuilt organ at Mitchell College in Statesville a few weeks ago.

A recognized composer of both keyboard and choral music, Wilmer Welsh was just notified of his election to membership in the American Music Center, Inc., in New York City. He is a member of the Charlotte Chapter of the American Guild of Organists and is listed in "Who's Who in Music in the South and the Southwest." Compositions by the organist were heard in performance at the February meeting of the Charlotte organists.

Professor Welsh received his training and degrees at Peabody Conservatory and John Hopkins University and taught at Hood College in Maryland and Winthrop College in Rock Hill before joining the Davidson music faculty in 1963.

Convert Farm Into Spot For Vacation

RALEIGH — Some farm families in North Carolina believe it's what you do with what you have that counts. In addition to working their land, they've increased family income by converting their farms into vacation spots for city dwellers.

As one family member put it, "It's a way of getting paid for what we are already doing."

Miss Iola Pritchard, extension specialist in food conservation and marketing, North Carolina State University, says the farm vacation idea has great potential for some North Carolina families.

The state is geographically rural, with a rich heritage, varied climate and topography, marvelous scenery all the way from the coast to the mountains, and many recreational, educational, and historical sites. As someone said, "You name it and North Carolina has it."

Although a farm may be located in a natural vacation setting, there is much preparation a host family must do before starting such a venture.

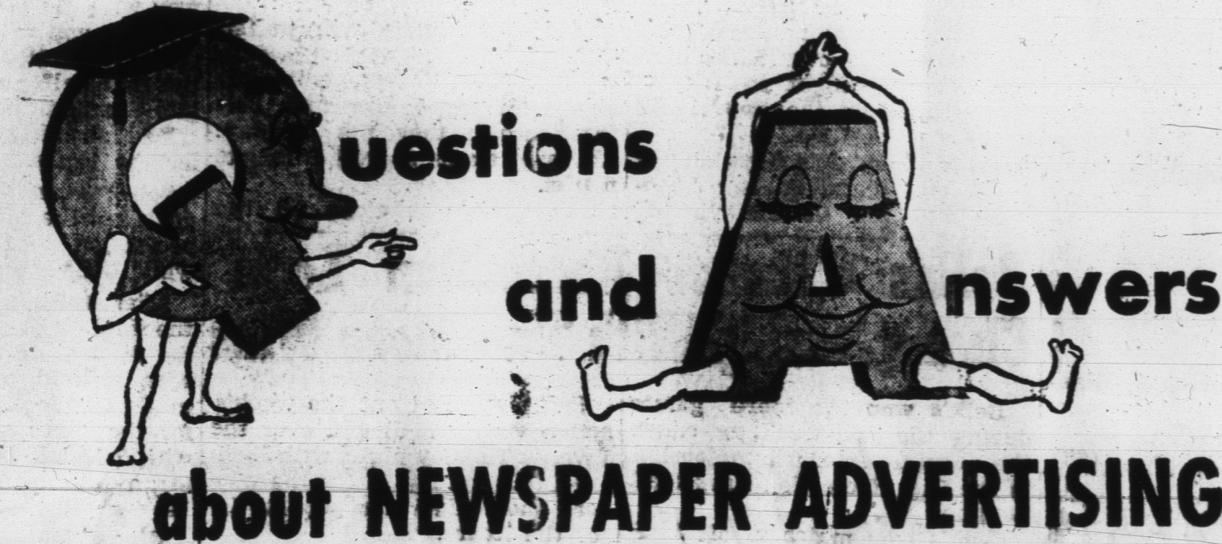
One important thought is "Do you like people?" Another is "Do

you have the facilities and time to start on a small or trial basis without much cash investment?" If so, this will give you a chance to see if you wish to invest more time and money in the project.

Food, water, and sanitation needs must be thought of. Time, money, and energy management must be considered. Miss Pritchard notes.

If you have the needed time, facilities, and love of people, and wish to convert your farm into a vacation spot, you can get more information from your county extension home economics agent or extension chairman.

MEMO TO ADVERTISERS



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

A. 1. Your advertising message should be new, friendly, informative, easy to read. Give facts and news about your merchandise and service.

2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.

3. Insist on audited circulation reports that give you the facts about the audience that your sales messages will have when you buy newspaper advertising.

Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING or silver?

A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.

Q. What is the A.B.C.?

A. The A.B.C. is a cooperative, non-profit association of 8,450 advertising, advertising agencies and publishers in the United States and Canada. Organized in 1914, brought together out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.



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 message will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.

KINGS MOUNTAIN HERALD KINGS MOUNTAIN, N.C.

Lithium Signs Dow Contract

Lithium Corporation of America and Salzgitterthun, Hanover, West Germany, who are partners in a project to produce chemicals and minerals from the brine of Great Salt Lake, today announced that they had signed an option contract with The Dow Chemical Company covering the sale to Dow of magnesium chloride for use in the production of magnesium metal. LCA also announced that it had entered alone into a separate option contract with Dow covering Dow's requirements of lithium chloride for use in the production of mag-

Earley Dies In Washington

Sgt. Major Walter Keith Earley, 47, nephew of Mrs. R. C. Earley and cousin of W. H. Earley of Kings Mountain, died Saturday of bronchial pneumonia at Walter Reed General Hospital in Washington, D. C. Funeral services were held in Fort Benning, Ga.

Retired from active duty Mar. 31, 1965, Sgt. Major Earley made his home at 174 Kingfisher Drive, Columbus, Ga.

He was a native of North Carolina and dwelt in active duty with the U. S. Army in 1939. After serving in Europe during World War II, he was transferred to the Pacific Theatre with the 11th Airborne Division. He was among the first paratroopers to jump on Luzon when it was dominated by the Japanese and also among the first to jump into Hiroshima after the A-bomb blast. He later served two tours of duty in Germany and his last assignment was at Fort Benning, Ga.

Also surviving are his wife, two children of the home; his mother, Mrs. Linda W. Cashion of Gastonia; three sisters, Mrs. Buren L. Goins, Mrs. William Dale Craig, both of Gastonia, and Mrs. Harry T. Addison of Norfolk, Va.; and a cousin, Hugh Early of Washington, D. C., formerly of Kings Mountain.

PROGRAM ON PERU
Kings Mountain Rotarians took a trip to Peru via colored slides and a program by Dr. John Hamrick at last week's regular weekly meeting.

Sanders Completes Engineer Course

FORT LEONARD WOOD, MO. (AFTNC) — Army Pvt. Charles S. Sanders, son of Mr. and Mrs. Dathia L. Sanders, Route 2, Kings Mountain, N. C., completed combat engineer course under the Reserve Enlistment Program at Fort Leonard Wood, Mo., Feb. 11.

During the seven-week course, Sanders was trained in the construction and repair of roads, railroads and bridges. Sanders also received training in demolitions and mine warfare.

The 18-year-old soldier was graduated from Kings Mountain High School in 1965.

He will return to his National Guard unit, the 105th Engineering Battalion in Kings Mountain, N. C., at the completion of his six month tour of active duty.

Sidney's Salon To Open Tuesday

Sidney's Hair-Styling Salon, owned by Roy Dixon of Kings Mountain, will open Tuesday at 708 West Mountain street in the George W. Mauney building.

The beauty salon is occupying quarters most recently used by Dr. George W. Plank, Kings Mountain surgeon.

Sidney's has been in business for the past six years and is being moved from Dixon Boulevard near Shelby.

Mr. Dixon, before studying lady's hair-styling, was a Kings Mountain barber, working for five years with Floyd Dover at City Barber Shop.

Mrs. Betty Fulton will be a beautician and Mr. Dixon said he expects to employ two other beauticians in the near future.

CARD OF THANKS
The family of Lee Devaney acknowledges with deep appreciation the many kindnesses extended to our beloved husband

and father during his illness and death. A special "thank you" to the staff of Kings Mountain Hospital.

2:24 pd.

SHELBY'S SKYVUE DRIVE-IN THEATRE
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"THUNDERBALL"
— AND JAMES BOND AS AGENT 007 —
ADULTS \$1.25 — CHILDREN UNDER 12 F-R-E-E

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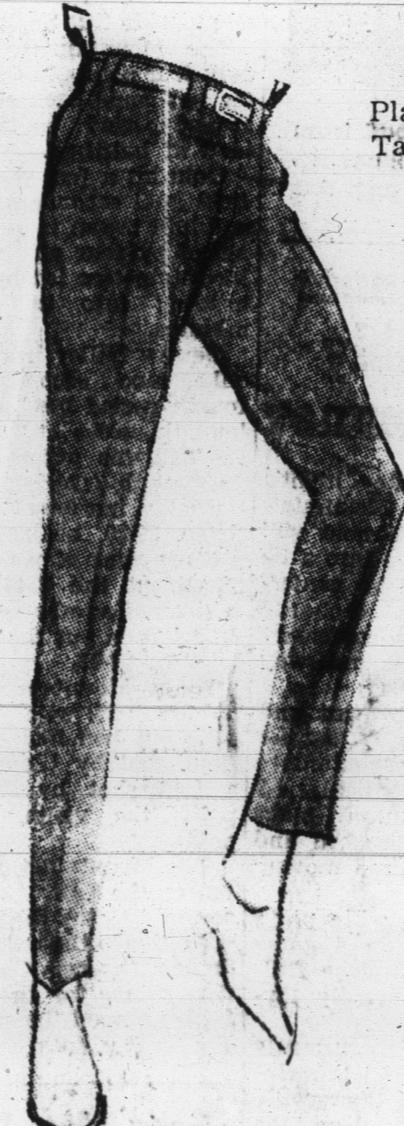
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for a...
Man's Spring



JUST ARRIVED
SPORT SHIRTS

Plaids and Solids,
Tapered, With Tails \$2.98



SLACKS

Made of new KORATRON, 65% Dacron, 35% Combed Cotton. NEVER NEED IRONING. Black, olive, tan, blue.

\$5.95



**WESTERN
DUNGAREES**

Maverick brand —
NEVER NEED IRONING! Wrinkles locked out, neatness locked in. Men's sizes.

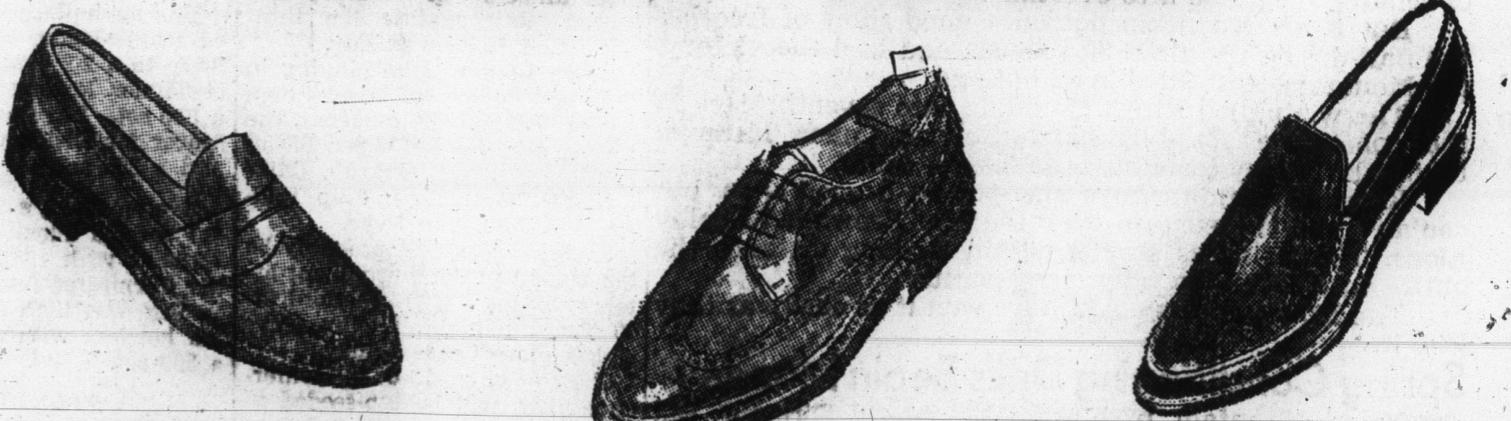
\$4.95

JACKETS

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SPRING SHOES



LOAFER

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WING-TIP

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Black, brown, brown antique.

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