

A Gift Of Beauty For You . . .

With Our Compliments

Do drop in soon for your free gift of MERLE NORMAN all purpose COLD CREAM. We could describe the way this fragrant pink cream delicately floats away stubborn soil, blemish - causing oil, and stale make-up . . . leaving your complexion deeply, gloriously clean. But why not pick up your gift . . . enough of this silken cream for ten days . . . and see for yourself.

HOME OF THE FREE HOUR OF BEAUTY

Merle Norman Cosmetic Studio

128 West Mountain St. Phone 739-3416
Hours 9 a.m.-5 p.m. daily except Wednesday 9 to 12 noon.
Wednesday afternoons by appointment

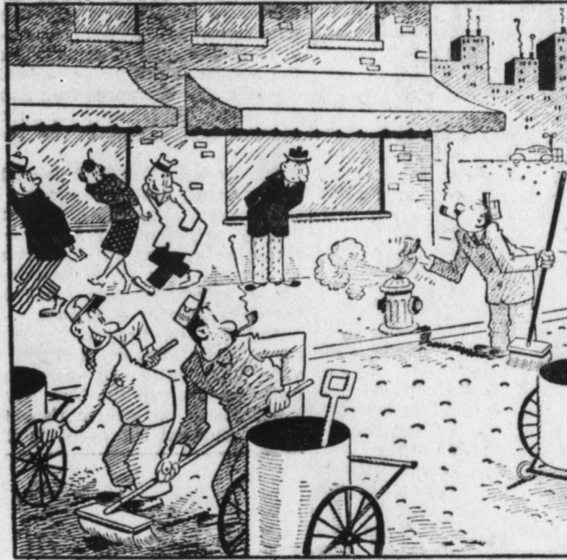


SWEETIE PIE



"Any other time, we couldn't pry him out of bed at this hour with a screwdriver!"

COMEDY CORNER



"Boy, what finesse!"

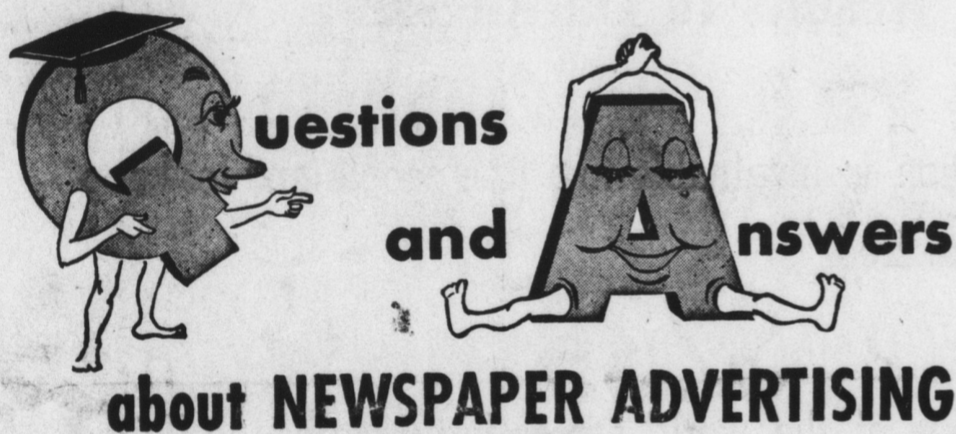
WEEKLY CROSSWORD PUZZLE

Feathered Creature

Here's the Answer

1 Ravel silk	2 Cured	3 Grade	4 Exists	5 Retain	6 Rim	7 Mineral rocks	8 Location	9 Company (ab.)	10 Followers	11 Sea nymph	12 Printing mistakes	17 Egyptian sun god	25 Press	26 Musical sound	27 Military reservation	28 Preposition	33 It has a bill	34 Ascended	36 Despot	37 Feels	41 Mexican coin	42 Valley	43 Poems	44 Behold!	45 Spheres	46 Stagger	47 Above	52 Thulium (symbol)	54 Georgia (ab.)
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MEMO TO ADVERTISERS



about NEWSPAPER ADVERTISING

- 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 on silver?**
- A. Yes**—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.
- Q. What does A.B.C. do for me?**
- A.** At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.
- Q. What are the FACTS in A.B.C. reports?**
- A.** A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.
- Q. Are all publications eligible for A.B.C. membership?**
- A. No.** Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.
- Q. What is the A.B.C.?**
- A.** The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order 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 messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.



Spice CABINET

HORN OF PLENTY RAISIN TARTS

1 egg, lightly beaten
1/2 cup sugar
1/8 teaspoon salt
1/2 cup half-and-half or light cream
1 tablespoon lemon juice
1 cup seedless raisins
1/2 cup chopped walnuts

Pastry for 6 (3-inch) tarts

Combine all filling ingredients. Spoon into pastry-lined tart pans. Bake in 425-degree oven 10 minutes. Reduce heat to 350 degrees. Bake 20 minutes longer, until pastry is browned and filling is set.

Tar Heel deaths during the Civil War roughly equaled a single year's cardiovascular toll in this State, says the North Carolina Heart Association.

INTRODUCING
A Gift of Love FOR Mother

by **Van Dell**
A beautiful pin with a birthstone for each member of the family. She will cherish it forever.
For Only **\$12.50**

DELLINGER'S JEWEL SHOP
144 W. MOUNTAIN ST.
PHONE 739-5316

NEW! crissXcross action™



FOR YOUTHFUL SUPPORT AND SEPARATION

PLAYTEX Living BRA

Give your figure new excitement with Criss-Cross Action. NOW—PLAYTEX introduces unique Criss-Cross Action in the famous Living Bra to give you youthful support and separation. Sheer elastic back and sides for all-way stretch—won't ride up! And it's machine washable, even in bleach—keeps its life month after month.

With semi-stretch straps, lace cups (A) or stretch straps (B). Only \$3.95. White 32A-42C.

See these beautiful new Playtex Living Bras with Criss-Cross Action today.

AS SEEN ON TV



KINGS MOUNTAIN HERALD

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE