# 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

MEMO TO ADVERTISERS

about NEWSPAPER ADVERTISING

vestions

Hours 9 a.m.-5 p.m. daily except Wednesday 9 to 12 noon,

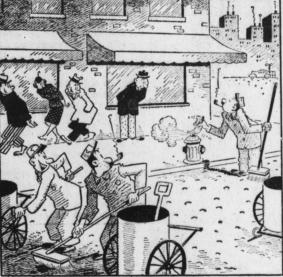
Wednesday afternoons by appointment

# SWEETIE PIE



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

# COMEDY CORNER



# WEEKLY CROSSWORD PUZZLE

"Boy, what finesse

### **Feathered Creature**

HORIZONTAL VERTICAL Ravel silk 2 Cured 3 Grade creature 4 Exists 5 Retain 6 Rim

7 It is an 14 Reveler

9 Company (ab.) 10 Followers mistake 10 Followers
19 Beverage made 11 Sea nymph with malt 12 Printing 20 Vegetables 21 Ocean 22 Victory in 17 Egyptian

7 Mineral rocks

8 Location

Europe (ab.) 23 Pronoun 24 Revise 27 Final musical passage 29 Artificial

language 30 Any 31 Atop 32 Mountain (ab.) 33 Mentally sound 35 Cooking vessels

38 Transpose (ab.) 39 Biblical pronoun 40 Tear 40 Tear
42 Sadness
47 Footed vase
48 Full (suffix)
49 Worship
50 Dance step
51 Snuggle
53 Depart!
55 Trolle

55 Trolls

27 Military 42 Valley

# sun god 36 Despot 25 Press 37 Feels 26 Musical sound 41 Mexican coin 54 Georgia (ab.)

## **Dubious Distinction**

The first person in America to be put to death on the basis of circumstantial evidence was a wine seller named Wil-liam Schooler, who was accused of murdering a maid-servant in New England more than three centuries ago.

# Last Monarch

Last reigning monarch of the Hawaiian Islands was Queen Lilioukalani. She composed many island songs, the most noted being "Aloha Oe," which symbolizes Hawaii to people of all nations.

# First Mule

The first male bred in this country of which there is a record was one bred by George Washington. The first jack brought to America was presented to Washington by the king of Spain.

# Imprisoned for Debt

John Howard Payne, author of "Home, Sweet Home," became an actor when he was 16, but his theatrical enter-prise failed and he was put in



grass-cutting good time with the

RIDING MOWER

Ride in carefree comfort while the Yard Trac cuts a neat swath of freshly mowed grass. Maneuver around shrubs and tight corners of the yard with ease. Enjoy the Yard Trac's effortless starting, conveniently grouped controls, powerful performance, stability and sure braking

From the manufacturers of the dependable Homelite Chain Saw

# CENTER SERVICE, INC.

118 YORK ROAD

**PHONE 739-3216** 

Q. What are the 3 most important rules for

- profitable newspaper advertising? A. 1. Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and
- 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 buy-ing 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?

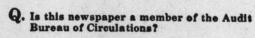
A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.

# 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 associ-ation of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought or-der out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and re-porting the circulations of newspapers and periodicals.



A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling mes-sages will have when they appear in these pages. Ask for a copy of our latest A.B.C report

# KINGS MOUNTAIN HERALD

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

HORN OF PLENTY RAISIN TARTS

- egg, lightly beaten
- 2 cup sugar 18 teaspoon salt 12 cup half-and-half or
- light cream

  1 tablespoon lemon juice

  1 cup seedless raisins

  1 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 min-utes. 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.



birthstone for each member of the family.

She will cherish it forever. For Only \$12.50

AS SEEN ON TV

# **DELLINGER'S** JEWEL SHOP

144 W. MOUNTAIN ST. PHONE 739-5316

# FOR YOUTHFUL SUPPORT AND

SEPARATION

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.

