

COMEDY CORNER



"So they can't sloop him on the back when he shakes hands—I think he's sunburned!"

3 Firms Target Of Cigarette Robbers

Three Grover road firms have been targets for cigarette thieves who pried locks off the front doors of all three establishments in three break-ins during the past 10 days.

Cash and merchandise valued at \$61.95 was taken from White's Grocery & Service Station on Grover road sometime Tuesday night or early Wednesday, according to the sheriff's department.

According to Det. Sgt. Bobby Putnam entry was gained by prying the lock off the front door. He said 150 cartons of assorted brands of cigarettes, \$2 in change from the cash register and a novelty dog with a radio inside was stolen.

In another case during the night, entry was attempted at John B. Sain Grocery on N. C. Highway 18 North. The window in the front of the store was broken out and the drink box was opened from the window, but the thief apparently couldn't reach the drinks. Officers are still investigating

break-ins of Battleground Service Station on Grover road and Frank B. Glass Post 9811 VFW on Grover road. A thief or thieves pried the locks off the front doors of both establishments, reportedly took 75 cartons of cigarettes and \$20 in pennies from the service station, grocery store.

The two service stations are located about a mile apart. The VFW post is located only a short distance from the Battleground Service station.

HOSPITALIZED

Three Grover businessmen are hospitalized in Charlotte Memorial hospital for treatment and observation. They are R. Burris Keeter, who is being treated for a urological ailment; C. F. Harry, Jr. who is being treated for a heart condition; and W. Fred Cockrell.

The Maid of Cotton program is now in 30th year.

Women's Health

HOME POOL SAFETY RULES

New York (WMNS) — If you're lucky enough to have a backyard swimming pool, be wise enough to treat it with respect. Here are some common-sense safety rules from the New York Safety Council which will guarantee that the pool will be fun instead of a heartache:

Never leave small children unattended in or near the pool. Fence the pool, preferably with material that cannot be scaled. Lock the fence door whenever the pool is not in use.

Never allow roughhousing in or near the pool, running along the edge of it, or horseplay in or near it.

Every child and adult, babysitter and servant, if you have one, should be taught to swim and float well. As many people in a family as possible should learn basic first aid and life saving, especially those in whose care children are entrusted.

Portable electrical appliances such as radios, fans, and lamps should not be allowed within 10 feet of the pool.

Pools should be equipped with steps or ladders and with a life ring.

To protect others, if you and your family plan to be away for an extended period, the pool should be emptied or a safety cover should be placed securely over the entire surface.

IRISH WOMEN BACK BIRTH CONTROL

Dublin, Ireland (WMNS) — More than half of all Irish women over 16 years of age think that Irish families have too many children, according to a recent Gallup poll. It comes as no surprise, then, that half of them believe that birth control should

be more widely practiced in Ireland.

The younger the woman, the more likely she is to break with tradition and support family planning. More than six out of ten women aged 16 to 34 favor birth control, while the figure is over five out of 10 for women 35 to 45. The most conservative group is women over 50, among whom just over three out of 10 favor family planning.

The Irish woman definitely prefers larger families than her American or British sister. She wants four to five children, while only 17 percent of British women want four children. Thirty percent of Irish women consider six or more children the ideal family size. Only two percent of British women agree.

POVERTY IMPAIRS BODILY GROWTH

Yellow Springs, Ohio (WMNS) — For 100 years, each new generation of middle-class Americans has become taller than the preceding one. But this trend has just about run its course.

That's what researchers at the Fels Research Institute for the Study of Human Development have found. But some Americans will continue to increase in height — provided they stop being poor.

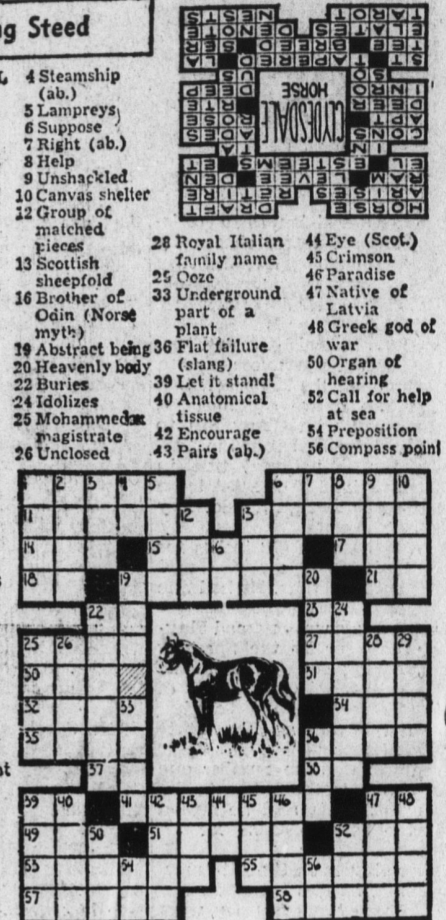
For the researchers have found that the children of immigrants and "those who are less well off financially and nutritionally" have yet to achieve the growth of their middle class compatriots. And for whatever it's worth: Youngsters now reach puberty two and a half to three and a half years earlier than their counterparts did a century ago.

WEEKLY CROSSWORD PUZZLE

Strong Steed

- HORIZONTAL
1 Depict animal, the Clyde
6 It is a heavy animal
11 Gets up
13 With a
14 Male sheep
15 Mississippi river embankment
17 Low aunt
18 Measure of cloth
19 Revers
21 Arc (Latin)
22 Wijn
23 Spool for tapulum
25 Comits to memory
27 Fat drinks
30 Qualified
31 Fear
32 Feast
34 Pure (ab.)
35 Tasted boxes
36 Pound
37 Aus
38 Pronoun
39 Street (ab.)
40 Diminished
41 Musical note
42 Golf mound
43 This originated in Scotland
44 Indian weight
45 Puffs up
46 Betoken
47 Playing card
48 Birds' homes

- VERTICAL
1 Rabbit
2 Verbal
3 Edge



MEMO TO ADVERTISERS



Questions and Answers

about NEWSPAPER ADVERTISING

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 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 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. 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. 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.



KINGS MOUNTAIN HERALD

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

JULY CLEARANCE ALL SUMMER MERCHANDISE DRASTICALLY REDUCED IN ALL DEPARTMENTS

Fulton's

Herald Want Ads Pay: