

### Fraleley Elected G-W Chairman

BOILING SPRINGS, N. C.—John L. (Buck) Fraley, Cherryville, executive vice president of Carolina Freight Carriers Corp., has been elected chairman of the Board of Advisors of Gardner-Webb College. He succeeds Charles F. Mauney, Kings Mountain.

Stan Loveless, Forest City, plant manager of General Fireproofing Co., was elected as vice chairman and Joe Cabaniss, Shelby, president of the First Federal Savings and Loan Association, was named secretary.

Eleven new members were named to the Board of Advisors. They are: Hoyt Bailey, Shelby;

George Blanton, Jr., Shelby; Mrs. L. P. Frans, Hickory; W. J. Pharr, McAdenville; Marshall Rauch, Gastonia; Arthur Smith, Charlotte; Earl Webb Spangler, Shelby; Daniel J. Stowe, Belmont; Tom C. Wilson, Winston-Salem; Alan T. Withrow, Charlotte, and Mrs. Richard Rice, Greenville, S. C.

Committee chairman named at the meeting include: Lovelace, chairman of the executive committee; Newton Brown, Bennettsville, S. C., chairman of finance committee; J. D. Fitz, Morganton, chairman of the public relations committee; Jack Schweppe, Shelby, chairman of the curriculum committee and Charles Alexander of Kings Mountain, chairman of the tone and character committee.

# Hussey: K M Must Cut Out Mistakes

## Cole's 30 Lead 63-60 Victory Over Huskies

Kings Mountain High basketball coach Bob Hussey said the Mountaineers will have to cut down on mistakes if they expect to get a second win against Hunter Huss here Friday night.

The Mounties committed no less than 20 turnovers in their narrow 63-60 victory over Huss Tuesday night in Gastonia.

"We played fairly well at times in the first half," said Hussey. "But we didn't play as well as we're going to have to in order to win any ballgames."

"In the first half, we challenged them a little bit but in the second half we didn't do too much of anything."

The Mountaineers ran up a 42-29 halftime lead behind the 21-point scoring of Otis Cole, but they dropped their guard at times in the second half and Huss came on like gangbusters.

"We were lucky to win it after letting them come back that way," said Hussey. "We made a lot of mistakes that we'll have to correct. And we didn't rebound in the second half either, getting only eight."

The Mountaineers pulled down 27 rebounds for the game, Cole getting 16 of them in addition to hitting on 12 of 22 field goal attempts and leading the game scoring with 30 points.

Kings Mountain, which played a man to man defense in the first half, switched to a zone in the second half in order to protect against fouls and change the pace of the game.

"We might have stayed in the zone a little too long," said Hussey. "That might be one reason they came back the way they did but a basketball team has got to be versatile enough to make a change."

Hussey said the starting lineup is subject to change for Friday's game, but that he'll use eight of ten players.

"With as many boys as we've got, we're not going to have just five players," said Hussey. "Chuck Easley and Bobby Etheridge will be playing a lot for us Friday and we'll continue to play the others just as we did Tuesday—substituting freely in order to perk us up both offensively and defensively."

With Cole's unstoppable play and the outside shooting of Phillip Francis and Charles Barnes leading the way, the Mountaineers looked as though they were a much superior team until the second half when the Huskies got some life.

The Mountaineers built up as much as a 16-point lead but Huss came back behind the scoring of Barry Lee, Jim Jacobs and David McLean.

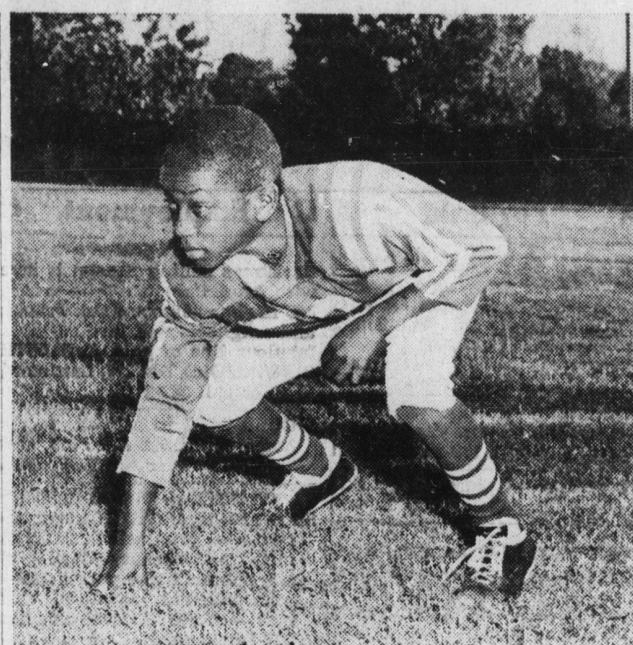
Lee finished as the Huskie's top scorer with 16 points while Jacobs added 11 and McLean 10. Barnes was second in scoring for the Mounties with 15.

Huss easily won the jayvee game, 53-30.

### Varsity Box

Kings Mountain	(63)
F—Cole	30
F—Gladden	9
C—Smith	2
G—Barnes	15
G—Francis	5
Subs: Brown 2, Watson, Howard,	
Huss	(60)
F—McLean	10
F—Hopper	8
C—Stowe	0
G—Jacobs	11
G—Lee	16
Subs: Kaylor 4, Mase 5, Young	
6,	

HT Score: KM 42, Huss 29.



HALFBACK — Thomas McNeil, son of Mr. and Mrs. Willie McNeil of Bessemer City, is in his second starting season with the Peepees. He has scored five touchdowns this season and on the receiving end of six passes, one being a touchdown. He is the fastest man on the starting team and has played well defensively at safety.

## Pee Wee Team Upsets Thomaston

### Local Entry In Turkey Bowl Wins 18-8

The Kings Mountain Pee Wee team upset a powerful Thomaston Pee Wee 11 Thanksgiving Day 18-8 in Thomaston, Ga.

In this Thanksgiving Classic were teams from Knoxville, Tenn. and Birmingham, Ala., in addition to the Kings Mountain entry. Thomaston was the host team to each of the visitors. After winning all of these games, the North Carolina team from Kings Mountain proved to be one of the better teams in this age group in the South.

The game began on a dismal note for the Kings Mountain team as they lost the toss and had to kick-off. Thomaston, winner of nine games to only one loss, took advantage by getting good field position and the first quarter was played between the Kings Mountain goal line and their own 20 yard line. However, Thomaston couldn't score due to the hard-back defense of the North Carolina team. In the opening minutes of the second quarter Thomaston scored and made good the extra point, making the score 8-0.

Late in the second quarter after both teams could not move the ball Kings Mountain was forced to punt. Chuck Austin bounced a punch which hit a Thomaston boy and was recovered by KM on its own 30 yard line. Thomaston, expecting a run, QB Chuck Austin dropped back to complete a pass to left end Steve Southwell which gave KM another first down on its 45. With only 10 seconds to the half Kenny Cable and Bridges opened a huge hole in the defensive line of Thomaston. McCary hit the hole, cut left and outran the other defenders to put KM on the scoreboard. The horn sounded for the half to end midway through McCary's 55 yard run. The try for the extra point was unsuccessful. Thomaston led 8-6 at the half.

In the third quarter and midway through the fourth both teams swapped the ball back and forth. Unable to put any offense together Thomaston began a drive but as they got deep into KM territory the KM defense asserted itself and McCary, Cable, Ormand, Bumgardner, Clark, Southwell and Falls made key tackles. KM then ran a 70 yard drive from this punt. McCary, Falls, and McNeil made several determined runs to keep this drive alive.

On a key third down play Chuck Austin again went to the air and hit Southwell for a crucial first down play which nearly went all the way. On the next play McCary broke several tackles and carried to the three yard line. After two quarterback sneaks failed Austin handed to McNeil who swept in with a good block from RT and Chris Laughter to go into the end zone untouched. This drive took the momentum from Thomaston and the Kings Mountain team was sky high by now. After the ensuing kick-off, the defense held and got the ball again in good field position. After a few running plays up the middle McCary swept right, picked up two blockers and went into the end zone making the score 18-8 with less than a minute to play. This was the ballgame. This brought the "we're No. 1" yell from the team.

Financial help from the City of Kings Mountain and Kiwanis club made this trip possible.

### KM's Adams MVP In Asheville Cage Tourney

BOILING SPRINGS, N. C.—Eddie Holbrook's Bulldogs have returned from a successful two road jaunt and are now preparing for a three-game home slate.

The Bulldogs are 3-1 and have gathered in five trophies from the two tournaments they have participated in. GW garnered the championship trophy from last week's Tip-Off Tournament in Asheville and the second place hardware from the Rome, Georgia Invitational the previous week.

George Adams, the 6-5 sophomore scoring and rebounding ace from Kings Mountain, walked off with the Most Valuable Player award from Asheville, and was named to the All Tournament team in Rome along with Allan Land.

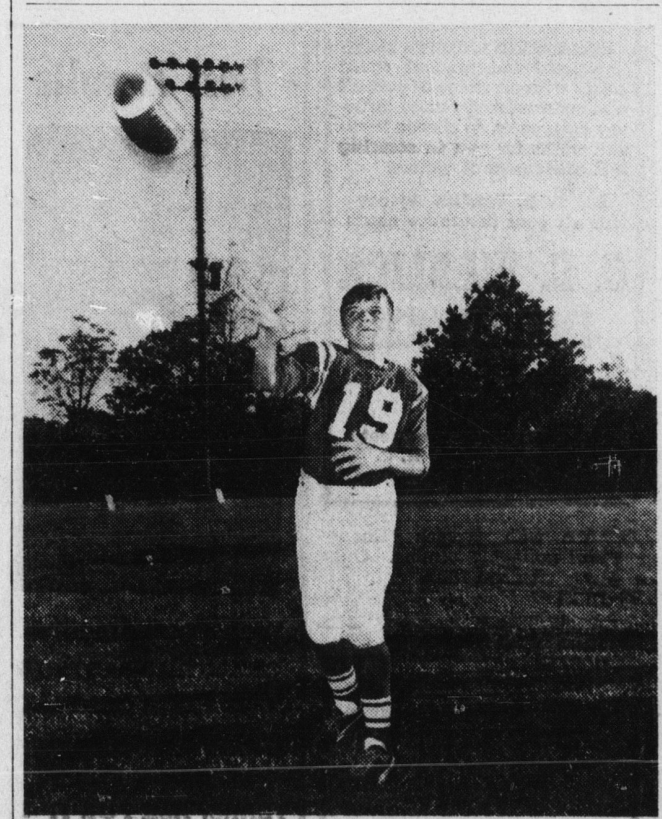
"Overall, I'm well pleased with them," said Holbrook. "But our main weakness is youth and inexperience. We made some real bad mistakes in all four games, and unless we correct them fast, the rest of the season won't be as good as it has so far. We have far too many turnovers so far, and unless you can control the ball then you're in trouble."

The Bulldogs begin their three-game home slate Thursday night with Piedmont College of Demorest, Georgia. The Lions do not have a giant, but they do have a bevy of boys in the 6-6 class. Two of their players are 6-7, one is 6-6 and five are 6-5.

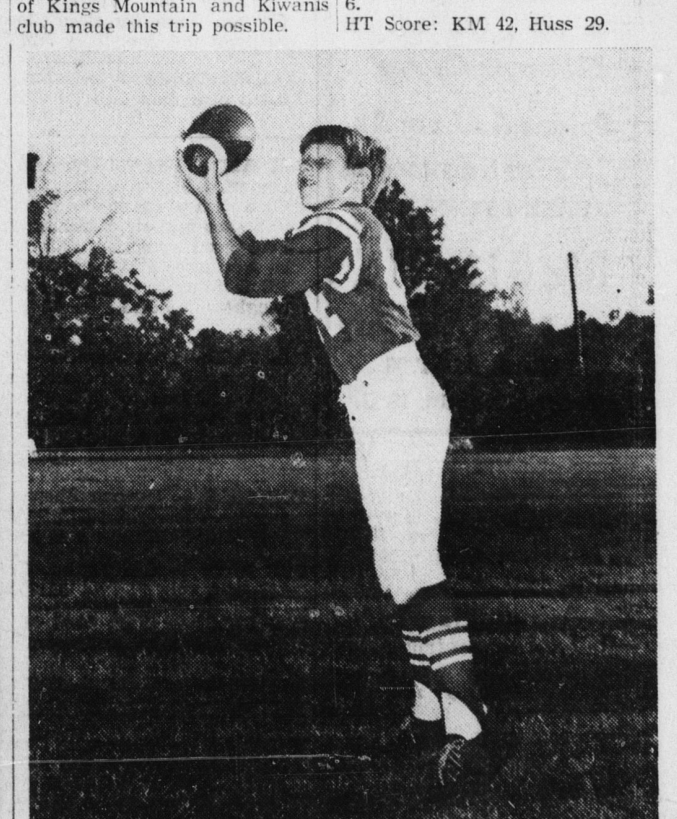
"Most of these boys are from the Indiana-Ohio and Kentucky areas," Holbrook grimaced. "That doesn't necessarily mean anything, but it sure isn't a sign to rejoice over, either." GW will face Mars Hill Saturday night and tough Carson - Newman Monday night.

### LUTHERAN TOPIC

"One Thing Is Eternal" will be the sermon topic of Rev. Charles Easley at Sunday morning worship services at St. Matthew's Lutheran church.



QUARTERBACK — Chuck Austin, son of Mr. and Mrs. Gene Austin, has quarterbacked the Peepees the past two seasons. He has this season completed 13 for 20 attempts, three of which were touchdown passes. He also has directed a fine passing game in scoring a touchdown and two extra point conversions himself.



END — Steve Southwell, son of Mr. and Mrs. Bob Southwell, is in his first year with the Peepees. He has gathered in four passes and one interception for a touchdown. He has been noted for his defensive ability at end.

### Ratterree Lions Club Banquet Speaker

Pride Ratterree, assistant football coach at the University of South Carolina, returns to his native Kings Mountain Tuesday night to serve as guest speaker at the annual Kings Mountain Lions Club football banquet.

The banquet annually honors the coaches and players from the local high school grid club. This year's team, under veteran mentor Bill Bates, finished 5-4-1 in the Southwestern 3-A Conference.

Highlighting the fete will be the presentation of four trophies—the Fred Plonk Blocking Trophy, the John Gamble Scholastic Trophy, the Most Improved Player Award and the Dr. George Plonk Most Valuable Player Award.

Also, plaques will be presented to the senior members of the team and halfback Philbert Smith, who led the team in rushing and scoring, will receive his All-Southwestern Conference certificate.

Ratterree, who played college football at Duke and Wake Forest after starring for four years at KMHS, works under veteran Paul Dietzel at South Carolina and this year the Gamecocks did well enough (7-3) to earn a berth in the Peach Bowl against independent West Virginia.

**CAGO MEETING**  
The Executive Committee of the Cleveland Association of Governmental Officials will meet at 12:30 Friday at Hotel Charles Dining Room, Shelby.

## Adams Sets G-W Scoring Record

### Burns Lassies In 44-24 Win Over KM Girls

Kings Mountain High School's girls basketball team opened the season Monday night at Fallston, falling to defending Southwestern Conference champion Burns, 44-22.

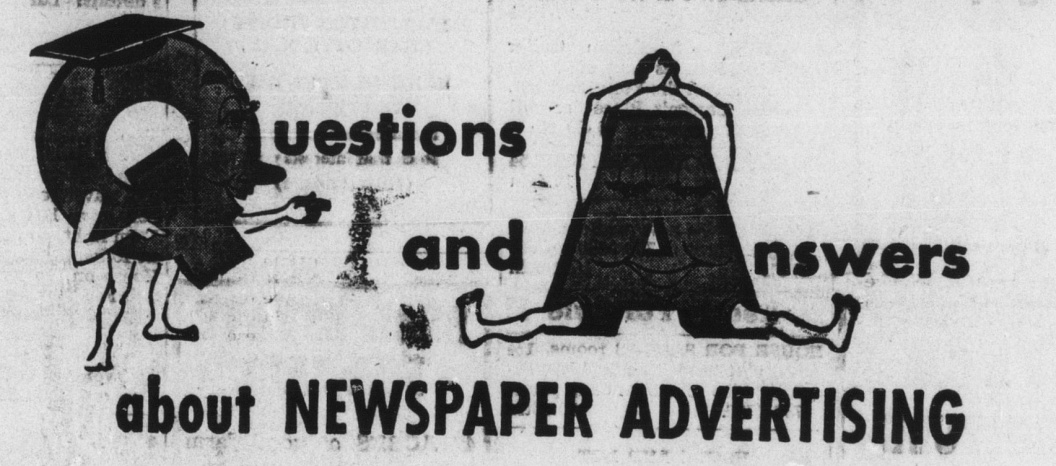
The Lady Bulldogs, who are regarded as the team to beat again this year, ran up a 24-9 halftime lead behind the all-round play of Ann-Conference star, Gail Newton.

Newton finished as the game's high scorer with 12 points and Patricia Logan added seven.

High scorer for the Mountaineers was Carolyn Mitchem with five points. Debbie Timms added four while Ann Alexander and Debbie Lee had three apiece.

The two clubs were to play again Wednesday night at KMHS. **KINGS MTN. (22)** — Finger 1, Huffstetler 2, P. Lee 2, Timms 4, Alexander 3, D. Lee 3, Goforth 1, Mitchem 5. **BURNS (44)** — Newton 12, Logan 7, Self 2, Dettis 4, Whitaker 4, Dixon 6, Gold 2, Branch 2, Roberts 4, Costner 1.

## 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 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 is the A.B.C.?**
- A. The A.B.C. is a cooperative, non-profit association of 3,459 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