

Recreation Department News

Kings Mountain little league teams completed regular season play this week. Parkgrace ran off with the league championship, posting a perfect 13-0 record.

Candidates from the eight little league teams will begin practice on July 20 for the Western Area Tournament, which will be played here July 27-28-29.

The Kings Mountain all-star team will be coached by Rick Moore, who coached Parkgrace to the league title. He will be assisted by Carroll Ledford, Rotary, and Pressley Anderson, Parkgrace.

Kings Mountain's all-stars will open tournament play on July 27

against the Tryon all-stars. The winner of the single-elimination tourney here will advance to the regional tournament in Concord on August 8.

Champion's Landscaping Number Two has regained the lead in the local men's softball league race. Champion's whipped Carolina Throwing Tuesday, 6-3 to break a tie between those clubs.

Champion's held a comfortable 6-0 lead going into the last inning, when Carolina Throwing rallied for three runs.

Harold Dean had three hits, including a double, to lead the winners at bat. Nobody had over one

hit for Carolina Throwing.

Champion's also took a 16-4 win over Oxford Tuesday. Eric Yates paced Champion's with four hits and Mayes added three. Bridges had three for Oxford.

Craftsman romped over Gastonia Knit 22-1 as Jerry Ramsey had three hits. Day and Green topped the losers with two hits each.

Duplex whipped Dicey Fabrics 11-4. Charles Barnes, Jewel Watson, Don Mace and Larry Goins had two hits each for Duplex and Don Ballard had two for Dicey.

Kroll Joins Wildcat Staff

DAVIDSON — Jerry Kroll, an all-Southern Conference forward during some of Davidson's most successful seasons, has been named assistant basketball coach for the Wildcats.

The announcement was made today by athletic director Dr. Tom Scott and head coach Terry Holland. Kroll replaces Duncan Postma, who coached the freshman team to a 17-2 record last year.

Kroll, who has been in the insurance business in Charlotte, will begin duties at Davidson in August.

"We could not be happier," Holland said. "Jerry is a very impressive young man and we think

he is going to help our program in every respect. He knows our program well. His contributions as a player were great and I think they will be even more significant as part of our coaching staff."

Kroll, a 1970 graduate, was a three-year starter during a span in which the Wildcats won 73 games and lost only 13. In that time Davidson teams were ranked eighth, third and 15 nationally, won three straight Southern Conference championships and made three NCAA playoff appearances, twice reaching the Eastern Regional finals.

In addition, he averaged 18.6 points per game for the 1967 freshman team that was 16-0... the only undefeated basketball team in Davidson history. He ranks seventh on Davidson's all-time varsity scoring list with 1155 points and averaged 13.9 points per game.

After graduating in 1970 Kroll was drafted by the Indiana Pacers of the ABA and the Los Angeles Lakers of the NBA. He eventually signed with the Pacers and was traded to the Carolina Cougars. Kroll was rated one of the top guards in the Cougars camp until a knee injury ended his career.

Prior to signing with Davidson, Kroll was a high school all-American at Memorial Senior High in Houston.

Summer School In Session

The second term of Gardner-Webb College Summer School will begin July 10 and conclude with graduation on August 12, according to Thomas J. McGraw, director of summer school at the college. Second semester registration will be held Saturday, July 8, at 9 A.M. for those who did not attend the first term.

The first semester has an enrollment of 416 students which is considered an excellent turnout by school officials.

Three sessions of classes are psychology.

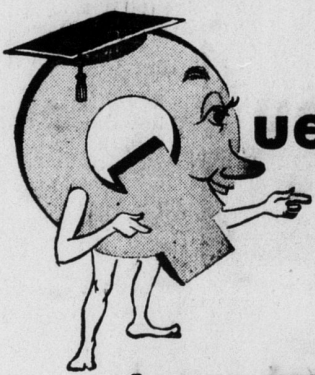
held each day for an hour and 30 minutes each. The first class begins at 8 o'clock each morning followed by 10 A.M. class and a 1 P.M. class.

Courses for the second semester will include business administration, art, education, theatre arts, English, Spanish, religion, biology, chemistry, geology, science, science education, mathematics, data processing, sociology, geography, economics, library science, music education, speech, French, political science, physical education, history, and



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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.

DISTAFF DEEDS

You can't fool pre schoolers when it comes to food.

One young lad, enrolled in a Head Start Day Care Center in Durham, was told in the morning that the green vegetable of the day would be collards.

However, when the cook began to prepare the children's noon lunch, she didn't have enough collards and substituted turnip greens instead.

The lad called her hand. During lunch he emphatically stated, "The cook doesn't know her foods. These aren't collards. They're too bitter."

Freshschoolers in Head Start are exposed to tasting sessions where they learn to eat new foods, notes Mrs. Bernadette Watts, assistant home economics extension agent, Durham County.

This was one lad who had learned his lesson well.

CHEERFUL FLOWERS

During National Mental Health Week, extension homemakers club members in Alamance County prepared 50 artificial flower arrangements to carry to patients at John Umstead Hospital in Butler.

The ladies hoped the arrangements would brighten each day for the patients and let them know someone cares, said Mrs. Chastie Guye, extension home economics agent.

SILVER CHEST

Friends going through the dining room of the Mayo Brown family, Henderson, always comment on Mrs. Brown's elegant silver chest.

And their first question is "Where did you get it?"

The chest originally was a wooden box and had used as a display case for garden seeds at a local country store.

Mrs. Brown refinished the box, put put dividers in it for silver and lined it with velvet.

"I always believe in making use of what I have," the homemaker told Mrs. Elaine Bates, home economics extension agent, Columbus County.

BIRTH Announcements

Mr. and Mrs. Richard S. James, 305 Dover Drive, Bessemer City, announce the birth of a son, Wednesday, July 5, Kings Mountain hospital.

Mr. and Mrs. William H. Hager, 422 Belvedere Circle, announce the birth of a son, Wednesday, July 5, Kings Mountain hospital.

Mr. and Mrs. W. C. Hatchford, 214 S. Spargo St., Dallas, N. C., announce the birth of a daughter, Wednesday, July 5, Kings Mountain hospital.

Mr. and Mrs. Lonnie Brown, Princeton Drive, announce the birth of a daughter, Friday, July 7, Kings Mountain hospital.

Mr. and Mrs. Roger Poteat, Rt. 1, Bessemer City, announce the birth of a daughter, Friday, July 7, Kings Mountain hospital.

Mr. and Mrs. Robert F. Ernst, 35 Diddy Trader Park, announce the birth of a son, Sunday, July 9, Kings Mountain hospital.

Mr. and Mrs. William L. Jackson, 7115 Belhaven Boulevard, Charlotte, announce the birth of a son, Sunday, July 9, Kings Mountain hospital.

Mr. and Mrs. Michael E. Brown, General Delivery, Bowling Green, S. C. announce the birth of a son, Monday, July 10, Kings Mountain hospital.

Mr. and Mrs. Donald B. Sumgardner, Route 2, Bessemer City, announce the birth of a son, Monday, July 10, Kings Mountain hospital.

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Large Investor? Use bonus savings certificates or special higher-return certificates.

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