

MORE ENTRANTS IN THE HERALD AND MERCHANTS POPULAR BABY DERBY

FIRST COUNT SATURDAY NIGHT—BETTER HURRY!



Photo by Hord Studio, Shelby, N. C.
BARBARA JEAN GAULT
Phenix Mill

This blue-eyed little "Miss" from Phenix Mill is ready to travel far and fast in the Baby Derby when her host of supporters start depositing coupons to her credit. Five years old, blonde hair, and weighing 40 pounds, only partially describes the beauty of this little daughter of Mr. and Mrs. C. J. Gault, Jr., and the granddaughter of Mr. and Mrs. M. C. Ewing, Charlotte, and Mr. and Mrs. J. C. Gault, St., Kings Mountain.



Photo by Hord Studio, Shelby, N. C.
MARYFRANCES PUTNAM
Church Street

The beauty and charm which stand out in the children entered in The Baby Derby are once again evident in Mary Frances, the four years and eight months old daughter of Mr. and Mrs. Boyd Putnam, Kings Mountain, and the granddaughter of Mr. C. F. Hauss, Tampa, Fla., and Mr. and Mrs. A. B. Putnam, Kings Mountain. Mary has light blue eyes, dark brown hair and weighs 39 pounds.



Photo by Hord Studio, Shelby, N. C.
CHARLES EUGENE PAINTER
107 Cleveland Ave.

Action personified, a healthy boy with plenty of pep and play in his make-up describes this fine little fellow. Charles is the son of Mr. and Mrs. L. W. Painter, Kings Mountain. He is the five years and eleven months old, and is starting out as any champion should. He has blue eyes, brown hair and weighs 49 pounds. \$200 and a beautiful loving cup is the first prize in the "Baby Derby."



Photo by Hord Studio, Shelby, N. C.
SUSAN LEE MOSS
Kings Mountain

Meet the smiling and charming daughter of Mr. and Mrs. George Moss, of Kings Mountain, and the granddaughter of Mr. and Mrs. D. F. Hord, and Mrs. Henry Moss, all of Kings Mountain. Susan is three years and eight months old, has brown hair, brown eyes, and weighs 50 pounds. Remember, parents, the first count of coupons will be made after the office closes, this coming Saturday night, January 30.



Photo by Hord Studio, Shelby, N. C.
SAMMIE LEE McCARTER
503 King Street

This little fellow should win the hearts and support of many people in his race for the \$200 and loving cup. No doubt, his parents, Mr. and Mrs. Grady McCarter, are not going to rest until they see his name heading the Honor Roll. Three years and six months old, he has brown eyes, brown hair, and he did not weigh in. Mr. and Mrs. George Womack, Kings Mountain, and Mr. and Mrs. T. M. McCarter, Clover, S. C., are the grandparents.



Photo by Hord Studio, Shelby, N. C.
PHYLLIS WARE
Kings Street

Another very attractive little "Miss" in the Baby Derby is Phyllis, the five years and four months old daughter of Mr. and Mrs. C. D. Ware, of Kings Mountain, and the granddaughter of Mr. and Mrs. W. Hord, Kings Mountain, and Mr. and Mrs. C. P. Ware, route, Kings Mountain. Blue eyes, blonde hair, weighing 35 pounds further describes this fast-flying "Baby Derby" entrant. Watch this lady's standing next week.

First Baby Derby Count Saturday Night

(Cont'd from front page)
We will gladly give you any information that you may desire. But let us have those entries right away. There is plenty of room in the Derby for your Darling! If your baby does not get on the First Honor Roll that does not mean that your baby will be dropped from the list. Just put in a little more effort next week and you will certainly see it's name on the next Honor Roll.

Coupons will be counted every Saturday night after the first count is made.

Subscription Schedule
As stated in the Baby Derby rules

IMPERIAL THEATRE
Kings Mountain's Popular Play House
PHONE 134

NOW SHOWING THURSDAY
Tom Keene in
"The Law Commands"
Also Marion Nixon in
"The Reckless Way"
Serial — News
10c

FRIDAY AND SATURDAY
Victor McLaghlin, Basil Rathbone in
"RIO"
Bob Steele in
"Riders of the Sage"
Donald Duck — Green Hornet No. 2
10c and 15c

MONDAY AND TUESDAY
Chas. Bickford, Barton McLane, in
"Mutiny in the Big House"
Comedy — News
10c and 15c
COMING SOON
Kay Kyser and His Band in
"That's Right—You Are Wrong"

a special schedule of "miles" would be allowed on either old, new or delinquent subscriptions to The Kings Mountain Herald after the first two weeks of the Baby Derby have been completed. Below you will find that schedule in its complete form. No special allowances of any kind will be made other than the schedule outlined here.

During the first period, (up to February 24,) the following schedule of miles will be allowed on old, new or delinquent subscriptions: One year 180 miles; 2 years 390 miles; 3 years 600 miles; 4 years 900 miles; 5 years 1200 miles; 10 years 3,000 miles. During the second period, (February 26 to March 2 inclusive), the foregoing schedule is decreased by one-third and during the third and last period, (March 4 to March 9 inclusive), the second period schedule is cut in half. A bonus of 1,000 miles is allowed on a "club" \$15 worth of subscriptions turned in during any one week during the Baby Derby. Any group of subscriptions totaling \$15 is a "club."

Ellenboro, Jan. 16.— Many of the members of the Pleasant Garden grange in McDowell county met recently with the Colfax grange at Ellenboro.

6 "EXTRA" HELPS
quickly relieve **DISTRESS** of **CHILDREN'S COUGHS AND COLDS**

DON'T "take chances" with unknown products to relieve discomfort of your child's spasmodic croupy coughs caused by colds. Use "Children's" Muterole! Muterole gives such QUICK relief because it's not "just an ordinary salve." Rub it well on your kiddie's chest, throat and back. It soothes and stimulates surface circulation and helps break up local congestion and pain. Its soothing vapors ease breathing. 40¢. Approved by Good Housekeeping Bureau.



Rev. and Mrs. E. W. Fox Have A Narrow Escape

Rev. E. W. Fox, a former pastor of General Methodist church, sustained damages to his automobile and he and Mrs. Fox narrowly escaped serious injuries last Wednesday afternoon, when their car was sideswiped by a passing automobile, on highway 70, several miles west

of Statesville. Mrs. Fox suffered an injury to her right shoulder, but no broken bones; but Mr. Fox was not injured in the wreck. Both front wheels of the car were broken.

Rev. Mr. Fox, who was driving west was approaching a truck traveling east on the highway and just before he came abreast of the truck a smaller truck also traveling east and with a new car attached to it as trailer, attempted to pass the

first truck. Mr. Fox pulled entirely off the highway in an effort to avoid a collision, but his car was struck by the automobile which was trailing the truck.

Mr. and Mrs. Fox were en route to Kings Mountain at the time to join Mrs. E. L. Campbell for a trip to Palm Harbor, Fla. Their trip will be delayed until repairs to their car are completed.

Paint With—
DUTCH BOY WHITE LEAD
Kings Mtn. Mfg. Co.
Store

And there's the fellow who insists his auto is in good enough condition to last another year without in

WE UPPED THE QUALITY!



...YOU UPPED THE SALES!

2 GREAT NEW GASOLINES
SELLING LIKE HOT CAKES
IN NORTH CAROLINA!

New ESSO

It's PREMIUM in Performance ...
It's REGULAR in Price!

We knew you'd like it! After all, this new gasolene actually meets specifications for premium anti-knock performance! That's why we gave it our "house-name"—ESSO—formerly reserved for gasoline sold at premium price. We knew you'd go for New ESSO—for its quick starting, fast pickup, smoother operation. And its new high in knockless power! By thousands you're coming in—and coming back. And you're telling your friends: "Try New ESSO—it's the best all around value in the regular-price field!"

UNEXCELLED AT REGULAR PRICE



ESSO SCIENTISTS HONORED FOR SUPER-FUELS

Esso Laboratories organization was recently given the 1939 National Award for Chemical Engineering Achievement. Given for the first time in the oil industry, the award was made for Esso's many advances in developing super-fuels for aircraft and other high-powered engines. We appreciate this formal recognition of Esso leadership.

STANDARD OIL COMPANY OF NEW JERSEY

New ESSO EXTRA

Knew All-Time High in EXTRA Quality ... Best Ever Sold at The Esso Sign

We never knew there were so many extra-quality buyers! You've given emphatic approval to ESSO Extra—the gasoline designed to provide extra quick starting, extra fast response, extra knockless operation.

Adapted from Fighting Grade Aviation fuel, new ESSO Extra gives the sweeping power found only in such a gasoline. Give yourself a motoring treat! Enjoy the supreme satisfaction of performance that is absolutely top! Try ESSO Extra!

UNEXCELLED AT PREMIUM PRICE

...YOU GET BETTER PRODUCTS AT THE **Esso** SIGN!

Thursday and Friday
"THE SECRET OF DR. KILDARE"
Lew Ayres—Lionel Barrymore

Saturday — Double Feature
"THE BIG STAMPEDE"
John Wayne
"SABOTAGE"
Charles Grapewin—Arlene Whalen

Monday and Tuesday
"BARRICADE"
Alice Faye — Warner Baxter

Wednesday — Bargain Day — Double Feature
"JAMICA INN"
Charles Laughton—Maureen O'Hara
"MY SON IS GUILTY"
Jacqueline Wells—Bruce Cabot

DIXIE