MORE ENTRANTS IN THE HERALD AND MERCHANTS POPULAR BABY DERBY

FIRST COUNT SATURDAY NIGHT—BETTER HURRY! !



Thoras by Hora Studio, Shelby, N. C. Photo by Hora Studio, Shelby, N. C. Phonix MIII

This blue-eyed little "Miss" prom Gault, St., Kings Mountain.



MARYFRANCES PUTNAM Church Street

The beauty and charm which ises to travel far and fast in the stand out in the children entered in with plenty of pep and play in his Baby Derby when her host of sup- The Baby Derby are once again ev- make-up describes this fine little porters start depositing coupons to ident in Mary Frances, the four fellow. Charles is the son of Mr. her credit. Five years old, blands years and eight months old daugh, and Mrs. L. W. Painter, Kings Moun her credit. Five years old, blands years and eight months old daugh, and Mrs. L. W. Painter, Kings Moun F, Hord, and Mrs. Henry Moss, all bair, and weighing 40 pounds only ter of Mr. and Mrs. Boyd Putnam, tain. He is the five years and elev of Kings Mountain. Susan is three partially describes the beauty of Kings Mountain, and the granddauthis little daughter of Mr. and Mrs. ghter of Mr. C. F. Hauss, Tampa, as any champion should. He has brown hair, brown eyes, and weighs

C. J. Gault, Jr., and the granddauFla., and Mr. and Mrs. A. B. Put- blue eyes, brown hair and weighs 50 pounds. Remembers, parents, the ghter of Mr. and Mrs. M. C. Ewing, nam, Kings Mountain. Mary has 49 pounds, \$200 and a beautiful lov-Tharlotte, and Mr. and Mrs. J. C. light blue eyes, dark brown hair and ing cup is the first prize in the weighs 39 pounds.



CHARLES EUGENE PAINTER 107 Cleveland Ave.

Action personified, a healthy boy blue eyes, brown hair and weighs "Baby Derby." Rev. and Mrs. E. W. Fox

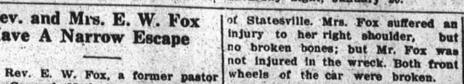
Have A Narrow Escape

of Ceneral Methodist church, sus-



SUSAN LEE MOSS

Meet the smiling and charming daughter of Mr. and Mrs. George Moss, of Kings Mountain, and granddaughter of Mr. and Mrs. D. brown hair, brown eyes, and weight 50 pounds. Remembers, parents, the first count of coupons will be made after the office closes this coming Saturday night, January 20.



Rev. Mr. Fox, who was driving tained damages to his automobile west was approaching a truck trav- to Kings Mountain at the time and he and Mrs. Fox narrowly es- eling east on the highway and just day afternoon, when their car was a smaller truck also traveling east be delayed until repairs to sideswiped by a passing automobile, and with a new car attached to it car are completed. on highway 70, several miles west as trailer, attempted to pass the



SAMMIE LEE MCCARTER 503 King Street

Womack, Kings Mountain, and Mr. es this fast-flying "Baby Derby" en-and Mrs. T. M. McCarter, Clover, S trant. Watch this lady's standing C., are the grandparents.

irst truck, Mr. Fox pulled entirely off the highway in an effort to avoid a collision, but his car was struck not injured in the wreck. Both front by the automobile which was trailing the truck.

Mr. and Mrs. Fox were en route caped serious injuries last. Wednes- before he came abreast of the truck to Palm Harbor, Fla. Their trip will



Kings Street

This little fellow should win the Another very attractive little hearts and support of many people "Miss" in the Baby Derby is Phylin his race for the \$200 and loving lis, the five years and four months cup. No doubht, his parents. Mr. and old daughter of Mr. and Mrs. C. D. Mrs. Grady McCarter, are not going Ware, of Kings Mountain, and the to rest util they see his name granddaughter of Mr. and Mrs. B. heading the Honor Coll. Three W. Hord, Kings Mountain, and Mr. years and six months old, he has and Mrs. C. P. Ware, route, Kings brown eyes, brown hair, and he did Mountain. Blee eyes, blonde hair, not weigh in. Mr. and Mrs. George weighing 35 pounds further describ-

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

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 Roell 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 nace on the next Honor

Coupons will be counted Saturday night after the first count Subscription Schedule

As stated in the Baby Derby rules

Kings Mountain's Popular Play House PHONE 134

NOW SHOWING THURSDAY

"The Law Commands" Also Marion Nixon in The Reckless Way Serial - News 10c

FRIDAY AND SATURDAY Victor McLaghlen, Basil Rathbone

"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 de-Inquent 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 cutfined 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

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



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

Saturday — Double Feature "THE BIG STAMPEDE" John Wayne

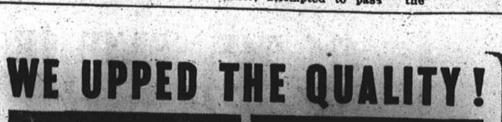
"SABOTAGE" Charles Grapewin-Arlene Whalen

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





New ESSO it's PREMIUM in Performance . . . it's REGULAR in Price!

We knew you'd like it! After all, this new gasoline 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 recogni-tion of Esso leadership.

STANDARD OIL COMPANY OF NEW JERSEY

New ESSO EXTRA Kaw All-Time High in EXTRA Quality ... Rust 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 knock-

less 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 tops! Try ESSO Extra! ESSO Extra!

UNEXCELLED AT PREMIUM PRICE

... YOU GET BETTER PRODUCTS AT THE

