

Central Cagers Lose To Wolves

Kings Mountain Central high school basketball teams dropped a Western conference double-header Thursday (Jan. 29) to the teams from Lincolnton high school in Central gymnasium, the girls losing 28 to 24 and the boys, 39 to 31.

One of the largest crowds of the season watched the play, with both games providing plenty of excitement.

Half time scores were: girls, Kings Mountain 9, Lincolnton 12, and boys, Central 16, Lincolnton 21. Coach Mabel Carpenter's sextet closed up to within one point, 18-19, of the Lincoln Lassies at the end of the third quarter but couldn't stay with the fast visitors attack.

Mary Lou Barnette led the game's scoring with 14 points and Dot Johnson had 11 for Lincolnton.

Coach Don Parker's charges were swept to a 15 to 6 first quarter deficit and fought an up-hill battle but were unable to gain ground. Third quarter score was 9 points shy, 21 to 30, and a fast final stanza found the locals 8 points back at the whistle.

Jack Ruth led Central's scoring with 9 points and Lincolnton's Baker bucketed 19 points to take top scoring honors. Shirley Gabriel had 10 points for the Wolves.

The double loss brought the local

team's season average to 3 wins and 2 losses for the boys and 2 wins and 3 losses for the girls.

The lineups:
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GIRLS
KM (24) L (28)
 Barnette, 14 Craig, 8
 Roberts, 2 D. Johnson, 11
 Harrison McCurry, 9
 Hoyle Wise
 Howell Shorford
 Cody Gardner

Half score—KM 9, L 12.
 Subs—KM: Reynolds 4, Floyd 4, Jackson, G. G. L. Laney, Cagle, Bost. C. Johnson, Canipe, Cornwell.

Officials — R. L. Conner and F. G. Hoyle.
 Scorer—Beulah Rhea.

BOYS
KH (31) L (39)
 Ruth, 9 Steve Gabriel, 3
 Medlin, 7 Beattie, 5
 Mauney, 4 Baker, 19
 Huffstetler, 6 Cornwell, 2
 Amos, 3 Shirley Gabriel, 10

Half score — KM 16, L 21.
 Subs—KM: Patterson, L: Lowden, Babb.
 Officials—Conner and Hoyle.
 Scorer—Roger McDaniel.

Standard Oil Of N. J. Now Esso Standard Oil

The name of the Standard Oil Company of New Jersey has been changed to the Esso Standard Oil Company; it was announced today by M. L. Rathbone, president of the company.

The change was made to give formal recognition to the close association which has developed in the public's mind over a period of years between the corporate name of the company and its Esso trade-mark.

"The trade-mark Esso — first used in 1925 as the brand name for our premium motor fuel — has been given to more and more of the company's products until today it is the name under which our products are sold for use in cars, homes, farms, factories, ships, airplanes, and many other uses," said Mr. Rathbone.

"It's acceptance by the public has been so great," Mr. Rathbone added, "that Esso has been practically synonymous with the corporate name of the company."

Besides the use of Esso as a brand name, Mr. Rathbone pointed out, the oval Esso sign is displayed as their principal identification by approximately 25,000 independent gasoline dealers who sell the company's products in eighteen states from Maine to Louisiana and the District of Columbia.

The word Esso is used in several other company activities which link Esso and the company name together in the public consciousness. The company's radio program, for instance, is broadcast under the name of the "Esso Reporter," and its new home in a 31-story office building at 15 West 51st Street, New York City, the newest of the Rockefeller Center group, is officially known as the Esso Building.

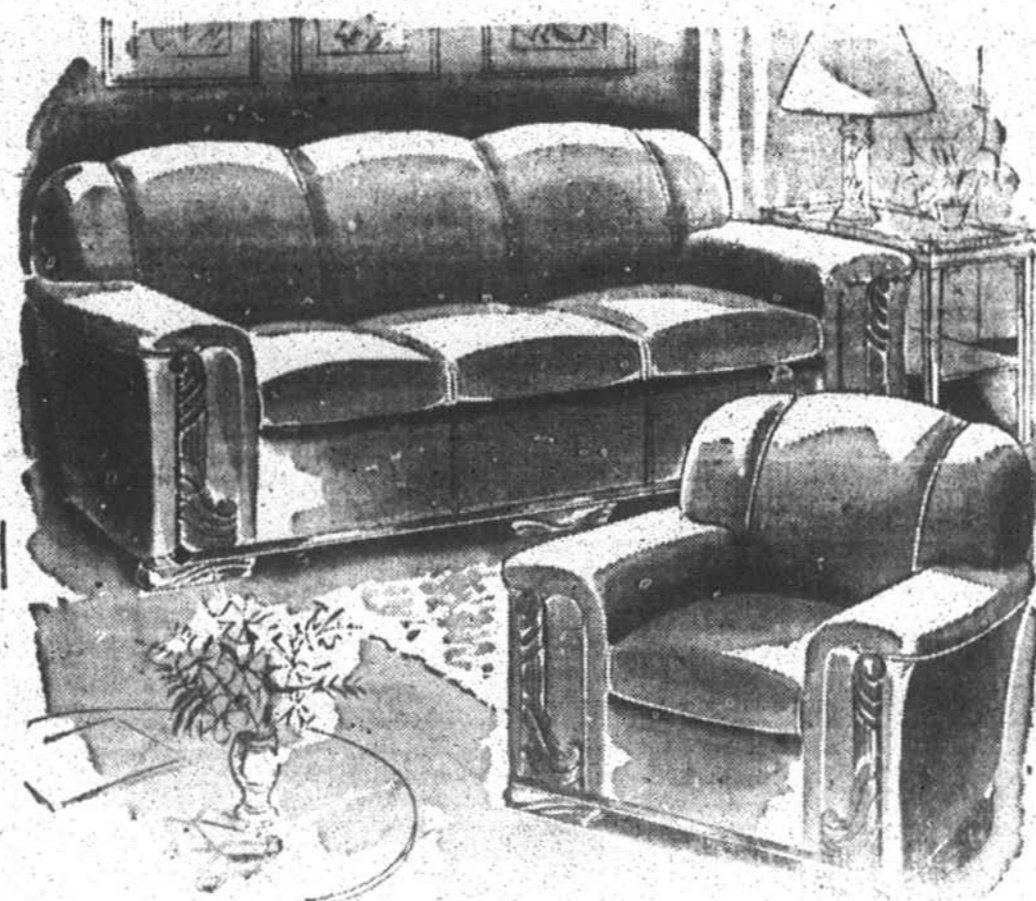
Final rebuilding is going forward in the Woodward, Okla., tornado area where two nearby towns, Glazier and Higgins, in the Texas Panhandle, were virtually leveled and scores of city and suburban blocks of Woodward were devastated. Heaviest cost item was for rebuilding and repair in that relief operation in which approximately \$1,323,000 in Red Cross funds were expended and 10,000 persons aided.

In expediting emergency relief, and also in the longer rehabilitation operations during 1947, the Red Cross has had the continued cooperation of the U. S. Weather Bureau; the armed services; local, state and federal authorities; and of hundreds of other organized groups and individuals.

There is little or no advantage in grinding corn for beef calves as the added cost usually more than offsets any advantage. Then too, calves do their own grinding more efficiently than older animals.

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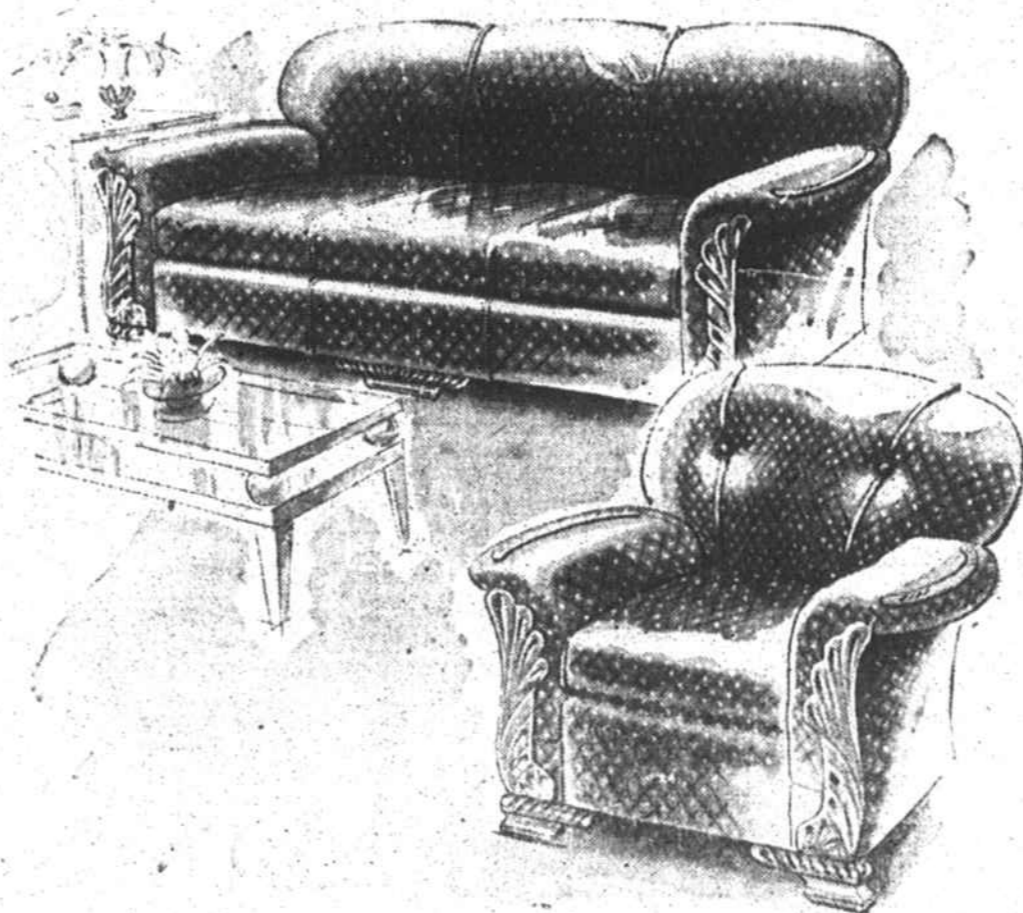
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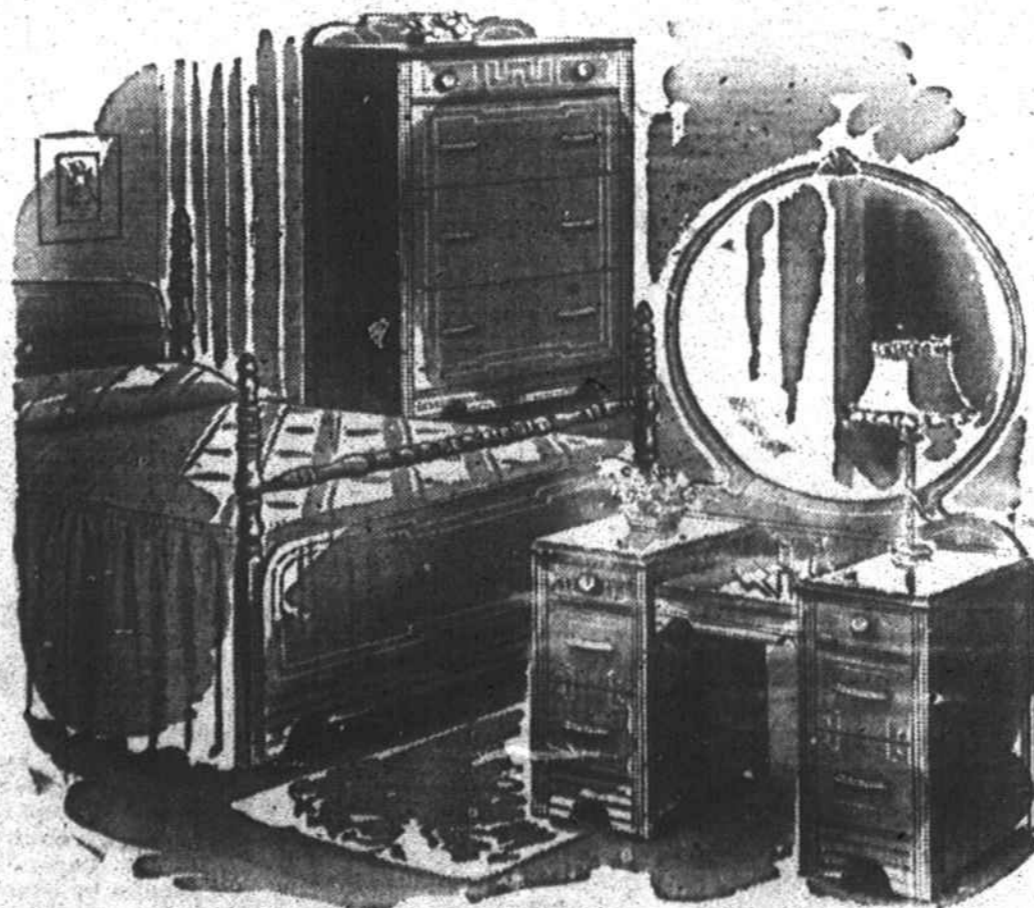
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WOODWARD'S

ANNIVERSARY SPECIALS

In observance of our second anniversary in business and as a gesture of appreciation to our customers, we are offering these specials—

- Cold Waves \$8.50
- Park Avenue Machineless Waves \$6.00
- Frederick Machine Waves \$7.50

Kings Mountain Beauty Shop