

Quality Means

Something

"It is true people do not talk about the newspaper. They take it for granted. That does not mean it is not the most effective advertising medium.

"People do not talk about milk either; they talk about 'Hoopla' the synthetic tongue tingler. But milk is still best.

"A faithful housewife who daily serves the needs of the whole family is not a very exciting topic of conversation—but oh brother, that gal down the street who ran off with the undertaker—now there was a dish!

"Quality means something. So too does notoriety. But for continued and lasting results, it is the quality of service and the paid readership of the home-town newspaper that brings the surest rewards."

—Horace Greeley Howard,
President, New York State
Press Association

Kings Mountain Herald

Carolina Mines Buys Machinery

The City of Kings Mountain will receive a check for \$29,273.81 within the next few days as their share of the state's Powell Bill funds.

This will represent an increase of \$1,260.14 over last year's check for \$28,013.67.

The City Board had put \$28,000 into this year's budget as an estimated amount to be received from Powell Bill monies.

The money is divided among the municipalities of the state according to population and miles of paved roads.

This year's rate was \$1.88 per capita, and \$472.65 for each mile of paved roads.

Kings Mountain's money was based on a population of 7,206, the 1950 census figures, and a total of 33.33 miles of paved non-system roads.

Population figures accounted for \$13,520.30 of the total amount while mileage brought in the other \$15,753.51.

The State Highway commission announces that this year's \$5,711,817.71 will set an all-time high for money distributed under the Powell Bill. Some 398 municipalities will share in this money.

In the five years since the Powell Bill was passed, some \$25,836,776.74 has been divided by North Carolina towns.

Chief of Police Hugh Logan noted that directional arrows have been painted on both Cherokee street and within the parking lot and suggested that motorists will avoid traffic snarls by following the arrows.

The hours of operation will coincide with other city parking meters, from 8 a. m. to 6 p. m. weekdays, except Wednesday when the area will be patrolled from 8 a. m. until noon.

Residents of Kings Mountain who are interested in renewing or buying a membership in the Cleveland County Community Concert Association will meet at the Woman's Club Thursday night at 7:30 o'clock.

John Sheldon, a representative of Community Concerts, Inc., will be the speaker at the meeting.

Mr. Sheldon is assisting the concert association in its membership renewal drive which began Monday.

Mrs. Uiel Patterson of Shelby is in charge of membership renewals, and will also be present at tonight's meeting. Mrs. Patterson is president of the Shelby Music Club, and the Shelby Inter-Club Music Council.

The drive closes Saturday at 1 p. m. and all memberships must be in by that time.

Membership fees for adults are \$6.00 and student memberships are set at \$3.00.

A series of three concerts to be presented this year will be selected Saturday afternoon. Outstanding artists from Columbia Artists Management, Inc., will be heard at these concerts.

Sheldon To Speak At Renewal Meet

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City Powell Bill Rebate \$29,273

Virtually all of the required equipment for operation of Carolina Mines, Inc., kyanite extraction plant has been purchased and shipment is expected within two months, General Manager Peter E. Peterson said Wednesday.

Mr. Peterson has just returned from a trip through the East and Mid-West in the interest of obtaining the equipment.

He also announced that excavations for the plant — to be located near Crowder's Mountain — have been completed and that George A. Spake, of Shelby, has been named construction superintendent for building the plant. Pouring of required footings began Wednesday.

"We want to have everything in readiness for the arrival of the machinery," Mr. Peterson said.

Peeping Tom Cases Postponed By Court

Charges of Peeping Tom cases, which lives near Fallston, and Edward Stowe Deveney, were continued Friday in Cleveland County Recorder's court until October 11.

Weathers is to face a charge of violating the Peeping Tom act, while Deveney is to face a charge of assault with a deadly weapon.

The charges, which are counter charges, grew out of an incident the night of August 18, in which Weathers was peppered with bird shot after he was allegedly caught by Deveney peeping through a window of the Deveney residence.

Local Boy Hurt When Hit By Car

Robert Franklin Lovelace, 11-year-old Kings Mountain boy of 511 Gold street, was slightly injured Tuesday afternoon at 5:30 o'clock when he was struck by a car while riding a bicycle on U. S. 74.

The accident occurred in front of Royal Motor Courts, about two miles west of Kings Mountain on U. S. Highway 74.

The boy was treated at Dr. Paul E. Hendrick's office for abrasions of the right leg. He was released following this treatment.

According to a highway patrol report, a 1950 Ford operated by Benjamin F. Dixon, Jr., of Shelby, route 5, was the car that struck young Lovelace.

Damages to the two vehicles was estimated at about \$100. No charges were filed against the driver.

Rev. Louis Bowers To Preach Here

The Rev. Louis Bowers, missionary to Liberia, West Africa, will preach in St. Matthew's Lutheran church Sunday at 11 o'clock.

In 1945, Dr. W. P. Gerberding, St. Matthew's pastor, visited Liberia as a commissioner for the Board of Foreign Missions. Mr. Bowers was then president of the Mission and entertained and guided the commissioners through the entire area, walking or being carried about 500 miles through the jungle bush. He is the oldest male missionary in Liberia in point of service. His field has been in evangelistic work. For a time he supervised the medical and education work.

He is now on vacation in Asheville. His wife is a former resident of Columbia, S. C., the daughter of the president of the Bible school there.

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EVANGELIST — Rev. Glenn R. Parton, of Spindale, is conducting a week's revival series at Cherokee St. Tabernacle. Rev. Kelly Dixon, the pastor, has announced. Services, through Saturday, are at 7:30 p. m. nightly.

Off-Street Parking

Continued From Front Page.

tween the property owners and the city.

The city bought the meters at no cash outlay, with 40 percent of the gross receipts going to the meter company until the meter cost is defrayed. It will leave the city 10 percent of the total meter take until the meter account is cancelled.

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IMPERIAL THEATRE
KINGS MOUNTAIN, N. C. PHONE 134

4 BIG DAYS
THURSDAY - FRIDAY - SATURDAY
SEPTEMBER 15-16-17 OPEN AT 1 O'CLOCK

SUNDAY
SEPTEMBER 18 SHOWS 2-4-9

"CATTLE TOWN" with Dennis Morgan
"THE NEBRASKAN" in technicolor with Phil Carey

Two Cartoons — Comedy
See the Best for Less — Admission 30c—10c

THE HOME OF CINEMASCOPE
BESSEMER CITY-KINGS MT DRIVE-IN THEATRE
YOUR FAMILY DRIVE-IN

Starting Thursday **5 BIG DAYS** Ending Monday
● IT'S THE GREATEST! ●

They Don't Hardly Make 'Em Like This No More ... Guaranteed The Year's Finest Film ...!

"Mister Roberts"
HENRY FONDA
JAMES CAGNEY
WILLIAM POWELL
JACK LEMMON
with Betsy PALMER, Ward BOND, Phil CAREY

CINEMASCOPE WarnerColor

Diane Drive-In
DIAL 5-8043
GASTONIA-KINGS MOUNTAIN HIGHWAY

Runs Through Monday

The story of the making of a doctor... and the two women whose love made him a man!

NOT AS A STRANGER
starring OLIVIA de HAVILLAND, ROBERT MITCHUM, FRANK SINATRA, GLORIA GRAHAME, BRODERICK CRAWFORD, CHARLES BICKFORD

DIXIE
— Cooled By Washed-Air —
Admission 10 and 40c
Shows 7-9 Week days—1 'till 11, Saturdays

FRIDAY - SATURDAY
—DOUBLE FEATURE—

1st Showing **"YELLOWNECK"** with Lin McCarthy
ALSO: Serial - Cartoon

SUNDAY - MONDAY - TUESDAY

Walt Disney's
First FEATURE LENGTH TRUE-LIFE ADVENTURE!
The Living Desert
in Technicolor
Distributed by Buena Vista Film Distribution Co., Inc. A Disney Production
Walt Disney's "BEN AND ME" A Cartoon Novelty in Technicolor

PLUS: Comedy - Cartoon

Next Week: **WEDNESDAY - THURSDAY**
Robert Ryan - Barbara Stanwyck in
"ESCAPE TO BURMA"
CinemaScope

JOY
KINGS MOUNTAIN, N. C.
CinemaScope — Stereophonic Sound
AIR-CONDITIONED
LATE SHOW EVERY MON., WED., FRI., SAT.

Last Times Thursday:
"BETRAYED WOMEN"
... The story of our Prison system that deals with the forgotten Women:
STARTS FRIDAY FOR 5 DAYS:
Sunday Shows: 2:30 9 P. M.
IT STANDS ALONE ...

The story of the making of a doctor... and the two women whose love made him a man!

... on the screen at last!
STANLEY KRAMER Presents
NOT AS A STRANGER
Released thru UNITED ARTISTS

starring OLIVIA de HAVILLAND, ROBERT MITCHUM, FRANK SINATRA, GLORIA GRAHAME, BRODERICK CRAWFORD, CHARLES BICKFORD

Note: Due to long running time of this picture, we ask that you call 500 for Schedule:
ADDED: Latest World News

Starts Next Wed.: **WALT DISNEY'S DAVY CROCKETT**
KING OF THE WILD FRONTIER!

Coming Soon
20th Century-Fox presents
WILLIAM HOLDEN - JENNIFER JONES
in **LOVE IS A MANY-SPLENDORED THING** CINEMASCOPE
COLOR BY DELUXE
In the wonder of STEREOPHONIC SOUND