

Birth Announcements

Mr. and Mrs. Larry J. Bridges, 102 Carpenter street, announce the birth of a daughter, Wednesday, March 9, Kings Mountain hospital.



BIG CRANE ON THE JOB — Maple Leaf Steel Company, Inc., recently acquired a Grove 15-ton capacity crane, completely hydraulic, with an 82-foot boom.

Dental Sampling

who needed dental care. It was in the course of gathering this information that the difference in the amount of tooth decay was found.

Jones Fortune Led Symposium

R. Jones Fortune, a senior chemist in Dyeing & Finishing Division of Tennessee Eastman Co., was the featured speaker recently at a fiber symposium in Montreal, Canada.



WINNER — Mrs. Aline Belk Ross of 306 Blanton street has been notified she is a second place winner in the Red Band Flour Topstakes.

Moose Lodge Sets Saturday Dances

Kings Mountain Moose Lodge 1748 has scheduled four dances for members and guests during the month of March.

Whitener Files

House of Representatives from the 10th Congressional District of North Carolina.

SERMON TOPIC

Rev. Charles Easley, pastor of St. Matthew's Lutheran church, will continue a series of Lenten sermons on "Lent In Latin", using the theme, "Glad", at Sunday 11 a.m. services.

SOME BETTER

L. L. Benson, county tax lister and member of the city zoning board, was reported "some better" Wednesday.

TO TRAINING CENTER

Rev. J. S. Mann, pastor of Dixon Presbyterian church, is at Camp New Hope for a three-day session for camp leaders in Kings Mountain Presbytery.

Pedestrians

was in Mountain Rest cemetery. Funeral rites for Warren will be held Sunday afternoon at 3 p. m. from Galilee Methodist church.

Warren is survived by his parents, Mr. and Mrs. Clarence Warren; eight sisters, Mrs. Freeway Byers, Mrs. Pearl Smith, Misses Betty, Frances, Zenobia, Deborah, and Doris Warren, all of the home, and Mrs. Pearl Boyles of Elmhurst, New York; and three brothers, Paul Warren of New Jersey and Clarence and Freddie Warren, both of Kings Mountain.

BUILDING PERMITS

Three building permits were issued by the city clerk's office this week, including: Marion Dixon to build a six-room brick residence estimated to cost \$14,000 on Fallingwood Drive; Luke Hoyle to build a 10-room brick duplex on Temple street at cost of \$14,000; and Haywood E. Lynch to build a five-room house on Margaret street.

STILL HOSPITALIZED

Glee A. Bridges, hardware man and former mayor, remains a patient in Kings Mountain hospital where he is being treated for infectious yellow jaundice.

Lions To Meet With Grover Club

Kings Mountain Lions club will not hold a regular meeting on Tuesday night, but will gather with the Grover Lions club on April 4th to hear Dr. Carlis Lynameyer, Latvian refugee.

METER RECEIPTS

Parking meter receipts for the week ending Wednesday at noon totaled \$245.15, including \$150.70 from on-street meters, \$23.45 from off-street meters and \$71 from fines, the city clerk's office reported.

We Salute! 4-H LEADERS MEMBERS PARENTS

Country Club Meeting Tuesday

Annual stockholder dinner meeting of Kings Mountain Country Club will be held Tuesday night at 7 o'clock.

Medicare Forms At Postoffice

Postmaster Charles Alexander announced today that application blanks for supplemental Medicare benefits are available at the General Delivery window of the Kings Mountain Post Office.

Weather Slows

ual cash-in-hand is \$48,524.83. Additionally, the Junior Woman's club has pledged \$150 which represents the club's community project gift.

ROTARY CLUB

Rotarian Jay Keeter will give a year-end report on growth and progress of Burlington Industries at Thursday's Rotary club meeting at 12:15 at the Country Club.

GIVE PLAQUE

Members of the Future Farmers of America Chapter of Kings Mountain high school presented a plaque in memory of former FFA'er Ricky Wilson to Wilson's parents, Mr. and Mrs. Harry Wilson, at the recent Parent-Son Banquet of the high school organization.

Rotary Club Election Set

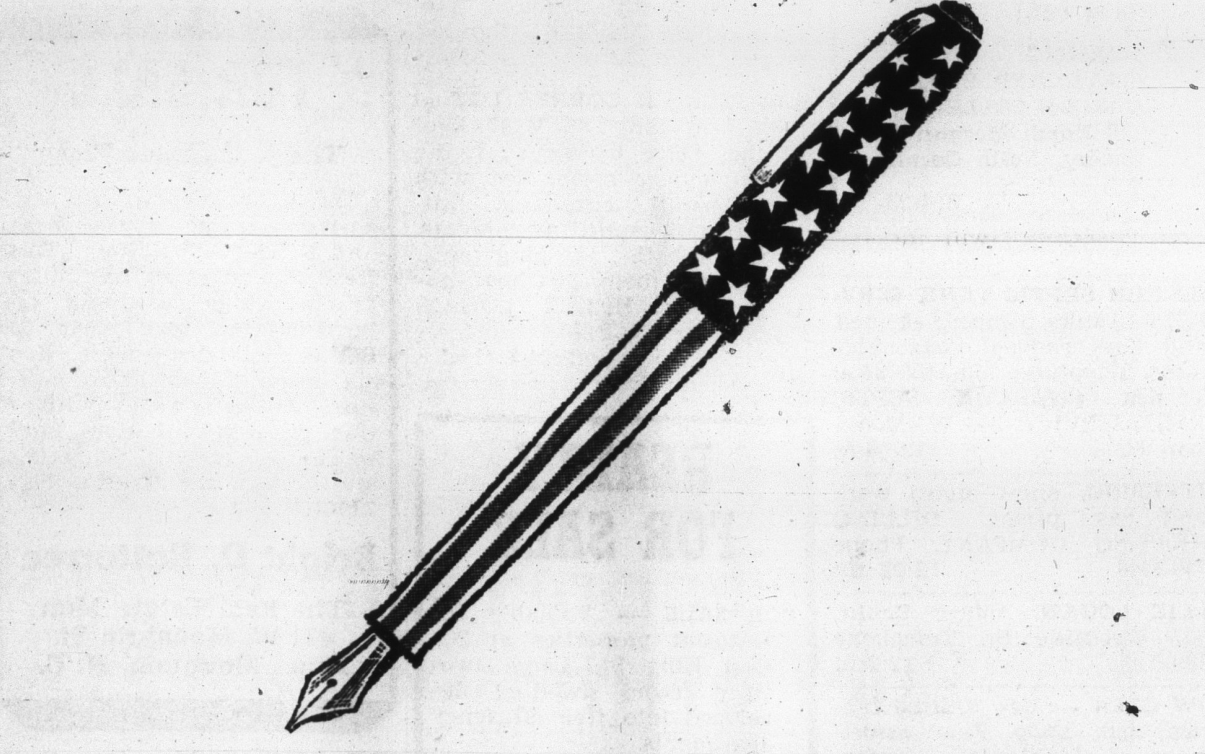
Kings Mountain Rotarians will elect new club officers for 1966-67 next Thursday, March 24th, at a regular noon meeting at Kings Mountain Country Club.

Grigg Resigns School Post

Former Kings Mountain City Schools Superintendent Claude Grigg has announced his resignation as Superintendent at Albemarle. He told the board of education at Albemarle that he will retire at the end of the current school term.

Mauney-Berkley Invitations Issued

Mr. and Mrs. Carl Fisher Mauney request the honour of your presence at the marriage of their daughter Sarah Katherine to Mr. William Thomas Berkley, III Saturday, the second of April Nineteen hundred and sixty-six at four o'clock Saint Matthew's Lutheran Church Kings Mountain, North Carolina.



Star-spangled money saver

Used properly, this red, white and blue writing "tool" can take care of your money-saving problems in a single stroke.

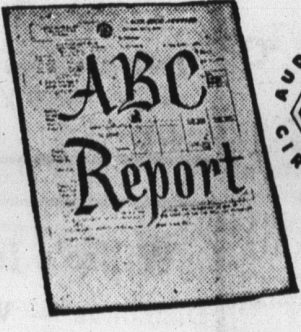
Buy U.S. Savings Bonds

STAR-SPANGLED SAVINGS PLAN FOR ALL AMERICANS

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.



KINGS MOUNTAIN HERALD A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE