

**Graduation**

Wednesday, June 1 at 7:30 p.m. Awards Day will be on June 1 at 2 p.m. in the high school with Principal L. L. Adams to present the awards.

Barbara Burris is valedictorian of the Class of '66 and Yvonne Grier is salutatorian. The class colors are navy blue and light blue and the motto is, "Learn Today, Benefit Tomorrow."

Candidates for diplomas are Daphne Adams, Joyce Bell, Brenda Bess, Barbara Burris, Diane Byers, Barbara Byers, Yvonne Grier, Gwendolyn Jimison, Dorothy Logan, Mary Lewis, Betty Littlejohn, Jacqueline McCree, Jeanette McClain, Brenda McClain, Annie McClain, Marie McSwain, Brenda McCluney, Joyce Moore, Priscilla McDowell, Jackie Parker, Dorothy Ross, Polly Ross, Pauline Roberts, Minnie Thompson, Herbert Byers, Preston Childers, Augusta Degee, O. V. Ellis, Barney Elliott, Jerry Garner, Thomas Hickman, John Howze, Eugene Jamison, Henry Littlejohn, Larry Logan, Clifford Leary, James McClain, Charles McClain, Johnny Manning, Joe Metz, Roscoe McGill, Lamar Payseur, Darrell Pettigree, James Roberts, David Smith, Kenneth Stowe, John W. Thomas, Melvin F. White, Lester Williams, Jerry Worthy, and James Whitesides.

**SERMON TOPIC**

Dr. Paul Ausley's sermon topic Sunday morning at First Presbyterian church will be "Shall Never Die."

**TO GIVE RECITAL**

Piano pupils of Mrs. Martin Harmon will be presented in a formal recital Friday evening at 7:30 p.m. at the Woman's club auditorium.

**Two Will Attend Conference**

The city board of commissioners Monday approved the attendance of two members of the human relations committee to the White House Conference on Civil Rights next week in Washington, D. C.

In other action, the commission accepted the low bid of \$2,792 by Southwell Motor Company for a one-ton truck to be used by the city sanitation department. Other bidder was Victory Chevrolet Company with bid of \$2,892.75.

Mayor John H. Moss recommended during the special session a 48-hour work week for policemen when the current school term is complete. Policemen currently work a 54-hour week, including five-hours school patrol duty. He was authorized to appoint a committee to review all city pay scales.

The board also:

- 1) approved First Citizens Bank & Trust Company as an official depository, making all four financial institutions in Kings Mountain official depositories for the city. Others are First Union National Bank, Home Savings & Loan Association.

- 2) authorized Mayor Moss and Public Works Supt. Grady Yelton to work out a drainage problem with Conrad Rippey who appeared before the board.

**MAY FESTIVAL**

Central Elementary seventh graders will sponsor a May Music Festival Friday morning on the grounds of Central school. The show will begin at 9 a.m. and there is no admission charge.

**Hungry Thieves Take \$600 Loot**

A thief or thieves—apparently hungry—broke a back door panel of Glass Grocery Wednesday night and left with \$600 worth of merchandise.

Don Glass and Harold Glass, owners of the Grover road firm, said that missing on Thursday morning when they opened their doors about 7 a.m. were:

- Six cakes.
- Ten pounds smoked sausage.
- Twelve pounds pork chops.
- A butcher knife.
- One brand-new electric 10-key adding machine.
- One used RC Allen adding machine.
- Currency amounting to \$12.

The break-in was investigated by Constable C. A. (Gus) Huffstetler.

According to the Cleveland County Sheriff's Department, a second break-in occurred in this area Monday night. Vandals entered Bethware school on Shelby road by knocking out a window in the rear of the building. The department said 169 pounds of butter is reported missing.

**Planning Groups To Meet Thursday**

A review of the proposed zoning map to include a one-mile perimeter will be the major item of business on the agenda for Thursday's meeting of the city planning board and zoning commission.

The joint meeting will be held at 7:30 in the courtroom of City Hall.

The meeting is open to the interested public.

**Masons To Honor Ladies Saturday**

William A. (Bill) Richard of Charlotte, will make the principal address at Saturday night's annual ladies' night banquet of Fairview Lodge 339 AF & AM.

The only layman ever appointed Grand Chaplain of the Grand Lodge of North Carolina will speak at 7:30 p.m. at Masonic Temple.

Mr. Richard was appointed Chaplain of the Oasis Temple of the Shrine in January. He is a Knight Commander in the Court of Honor of the Scottish Rite and has spoken at numerous Masonic gatherings throughout the two Carolinas. At 73, he is actively engaged in working with youth in Mecklenburg County although he has been blind for six years.

Bob C. Bridges will present Mr. Richard and Don Falls will serve as master of ceremonies. Master Howard Bridges will welcome guests, and Mrs. Lyman Robbs will respond to the welcome. D. E. Tate will present Masonic widows and Don Falls will recognize officers and Past Masters. Rev. Bob Haden will give the invocation and pronounce the benediction.

Fairview Lodge 339 was chartered December 8, 1874.

**Youth To Dance On Saturday Night**

"The Chandeliers" will play for Saturday night's dance for Kings Mountain area young people at the National Guard Armory.

Dancing will be from 8 until 11 p.m., a member of the Kings Mountain Recreation Activities Commission said.



FIRST HALF WINNERS — Pictured above is the McGinnis Furniture Ladies' bowling team which captured the first half championship in the local loop this year but lost a best-of-five series to Plonk Borthers in a roll-off for the league title. (Photo by Lem Lynch).

**Keep Balance, Says Hamrick**

"We need a balanced view of American life."

"We tend to underrate the present and future, and we tend to overrate the past."

Thus C. Rush Hamrick, Jr., Shelby businessman and civic leader, summated a brief but succinct philosophy capting a laugh-producing address at Tuesday night's twenty-eighth annual ladies' night banquet of the Kings Mountain Lions club.

Using his anecdote-filled presentation of fun, frolic and lampooning as a springboard, he declared all will fare better if they keep some fun and humor in their daily chores and activities.

"Let us not say," he said, "the bucket is half-empty, but that the bucket is half-full."

He cited statistics to show that, while the cost of food has risen, wages and salaries have risen in greater proportion; while highway accidents and deaths have grown in number, the incidence of wrecks and deaths have grown in number,

the incidence of wrecks and deaths per million vehicle miles driven has dropped; that the percentage of school dropouts was greater by far in 1940 than today; that the percentage of high school graduates completing college is far greater today than in 1950; that the percentage of divorces today is no greater than in 1949 after a post World War II pick-up.

"We talk about the parking problem," he added. "In Shelby, we have 600 metered parking spaces. Chief of Police Knox Hardin tells me the 600 are seldom in full use, except at the peak of the Christmas shopping season. The trouble is that a fellow going to A. V. Wray's wants to park in front of Wray's then, if going to J. C. Penney's, wants to park in front of Penney's. He's unwilling to walk half-a-block."

"Unfortunately," he added, "the bad happenings seem more newsworthy than the good. Do you ever read a news story on how many folk joined the church last Sunday?"

Mr. Hamrick couched his humorous presentation on a message he wrote in red on his stomach before undergoing an operation for removal of an ulcer. The

message read "Open with CARE". First printed in the Shelby Star, then circulated world-wide by Associated Press, the story brought him correspondence from Zambia, Japan, from service men who read it in Stars and Stripes, many states of the union.

Rev. Robert Haden welcomed the ladies and Mrs. William Lawrence Plonk responded. Rev. David Caston said the invocation and Bill Jonas led the pledge to the flag. William White presented Mr. Hamrick, and the ladies' night committee, George Thomason, Gene Timms, and Dr. Nathan Reed, distributed favors to the ladies. Dr. George Plonk, president, was toastmaster.

**METER RECEIPTS**

Parking meter receipts for the week ending Wednesday totaled \$198.35, including \$129.70 from on-street meters, \$42.25 from fines, and \$26.40 from off-street meters.

**NEW ADDRESS**

The new mailing address of CWO Charles B. Wright, leaving Monday for duty in Korea, is W2-212237, 833rd Ordnance Co., APO San Francisco, Calif., 96321.

**Goforth Elected**

active naval reserves.

He is a former member and officer in the Jaycees and is a member of the Kiwanis club.

Mrs. Goforth is the former Dorothy Jones of Wilson. She is an alumni of ASTC and graduated from Rex Hospital School of Nursing in Raleigh.

The Goforths are parents of three children: Michael, a three-letter KHS athlete who will attend Duke University on an NROTC scholarship this fall; Brent, 16, a rising junior who is a member of the Key Club and band at Kings Mountain high school; and Lindsay, age six, who will be a first grader at Fair Grove school in September.

The Goforths are active in Central Methodist church where he has taught Sunday school, and is a member of the choir and the official church board.

**Scott To Launch**

er and officially welcome in June as Dairy Month in Cleveland County. This will be the first of several events to be conducted during the month by the Cleveland County June Dairy Month committees.

Bill Plonk, Kings Mountain dairyman, is chairman of June Dairy Month activities. Mr. Plonk was Cleveland manager of the lieutenant-governor's successful 1964 primary and general election campaigns.

Himself a dairyman, Lt. Gov. Scott is a son of the late Governor and United States Senator W. Kerr Scott.

Lt. Gov. Scott is a graduate of North Carolina State college, former master of the State Grange, a former member of the state Board of Conservation and Development, and an army veteran 1953-55. He is a Presbyterian elder.

**Youth Corps**

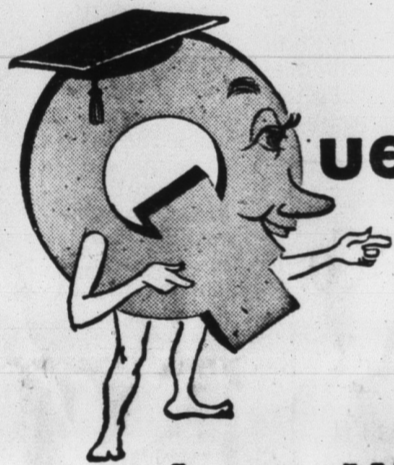
Mr. Poston's office, 520 S. Lafayette Street, Shelby, or through the offices of high school principals. Mr. Poston said application blanks will be in the hands of the principals within a few days.

Chairman Moss said he was highly pleased to receive the signed contract noting, "It means that 115 Cleveland County youngsters can have gainful employment, with corollary benefits of work experience, during the summer vacation. The agencies served will benefit mutually."

Tourism is the main industry in Bermuda.

Lemons are the main source of citric acid.

**MEMO TO ADVERTISERS**



Questions

and Answers

**about NEWSPAPER ADVERTISING**

**Q. What are the 3 most important rules for profitable newspaper advertising?**

1. Your advertising message should be newsworthy, 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.**

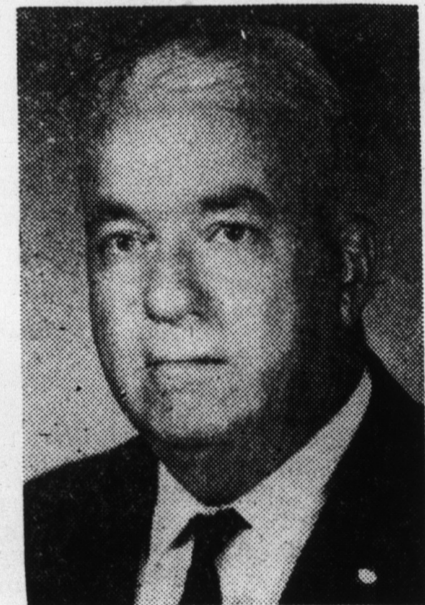


**KINGS MOUNTAIN HERALD**

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

**The Kings Mountain Area Needs And Deserves**

**A County Commissioner**



Containing the 2nd largest city in Cleveland County, population 8,256, as well as the incorporated industrial community of Grover, the Kings Mountain area both needs and deserves a member of the county board of Commissioners.

Taxable valuation of No. 4 Township \$39,435,408.

Taxable valuation of Kings Mountain School District, \$40,036,626.

An Able Candidate For This Responsibility Is

**Carl Wilson**

- Maintenance Supervisor of one of The Area's Largest Industries
- President, Kings Mountain Optimist Club
- Veteran of World War II
- Athletic Director (6 years) Otis D. Green Post 155, American Legion

(Political advertisement paid for by Supporters of Carl Wilson)