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the **JOY** theatre

OPEN Week Days 2:45
Sat. 12:45
Sun. 1:15

WEDNESDAY - THURSDAY - FRIDAY - SATURDAY

NOW AT POPULAR PRICES

ROBERT WISE
THE SOUND OF MUSIC
COLOR BY DE LUXE

SHOW TIMES 3:00 - 6:00 - 9:00 P.M.
Children 50c - Juniors 85c - Adults \$1.00

SUNDAY - MONDAY - TUESDAY

Truman Capote's
IN COLD BLOOD

IN COLD BLOOD
"ONE OF THE YEAR'S 10 BEST!"

—N.Y. TIMES - N.Y. POST - N.Y. DAILY NEWS
CUE MAGAZINE - SATURDAY REVIEW
NATIONAL BOARD OF REVIEW - JUDITH CRIST - NBC-TV

Written for the Screen and Directed by
Richard Brooks
Music by QUINCY JONES
A Columbia Pictures Release

COMING SOON
"YOURS, MINE AND OURS"
"DON'T PRAISE THE BRIDGE LOWER THE WATER"
"THE DETECTIVE"
"A TIME TO SING"
"PLANET OF THE APES"

"My Fair Lady" Opening Tuesday At Charlotte's Summer Theatre

When "My Fair Lady" bowed on Broadway, there were people camped out on the sidewalk waiting for the box office to open. When the Lerner and Loewe musical was reviewed, it was called everything from "One of the best musicals of the century" to "One of the 'loveliest' shows imaginable... a work of theatre magic" to "A masterpiece of musical comedy."

Now the Charlotte Summer Theatre brings this witty, sophisticated, superlative musical back to Ovens Auditorium with the handsome Allen Case in the starring role of Professor Henry Higgins, the speech expert extraordinaire. Opening August 13, "My Fair Lady" will be the most distinctive and lavish show of CST's ninth consecutive season.

Mr. Case, a rather extraordinary person himself, has his feet firmly planted in two fields. Having an enormously successful career in the theatre—he co-starred with Henry Fonda in the long-run "The Deputy" and then went into another long-run series as Frank James in "The Legend of Jesse James," followed by two seasons on Broadway in the Tony Award-winning musical hit "Hallelujah, Baby!"—costarred with Leslie Uggams—has not prevented him from branching out in the men's fashion world. Come September, fur coats, suits and casual wear, designed by Allen Case, will be featured in some of the finest men's stores across the country.

Dallas-born Allen Case began singing in a church choir, went on to disk jockey while at S.M.U., got a part in a college production and immediately gave up any previous plans for finishing his degree in economics. After winning on Arthur Godfrey's "Talent Scouts" show, he became a regular on the morning program and then embarked on a nightclub route. His first major role was the romantic lead in "Damn Yankees" in the national company and later on Broadway. Then he did "Once Upon a Mattress" with Carol Burnett and "South Pacific" at New York's City Center. What followed were starring roles in musicals throughout the country, including a stopover in Charlotte in 1961 in "Where's Charley?"

Also starring in "My Fair Lady" is Gail Johnston as Eliza Doolittle who is returning to Charlotte after doing Magnolia in "Showboat" three weeks ago. Her boisterous father, the Honorable Alfred P. Doolittle, will be enacted by Charlie Goff, with Rowena Rollins as Professor Higgins' mother, Freddy Eynsford-Hill gives Dennis Roth his first featured role of the season. His mother will be played by Jane Kennedy. Charlotte's own Joe Haas will be Professor Higgins' friend Colonel Pickering, and Lee Belaver, a member of the resident company will be the scolding housekeeper Mrs. Pearce.

"My Fair Lady," which has set all sorts of records as a Broadway play and a Hollywood movie, is adapted from George Bernard Shaw's "Pygmalion," which tells the story of Professor Higgins' wager with his friend the Colonel over whether the speech specialist can transform the Cockney flower-vendor, Eliza Doolittle, into a lady and pass her off as royalty. As the professor remolds the free-spirited Eliza, he gradually becomes more involved with her although her interests are taken up with the very upper class Freddy who would love to marry her.

From beginning to end, "My Fair Lady" is a musical delight. It features such grand songs as "Wouldn't It Be Lovely," "Get Me to the Church on Time," "Show

PERSONAL

Mrs. Emelyn Maddock and Mrs. Jeraldine Purcell returned Monday to Atlanta, Ga. after spending the weekend with Mrs. Maddock's aunt and uncle, Mr. and Mrs. J. R. Davis.

They accompanied Mrs. Davis' brother, J. K. Miller, to Kings Mountain. Mr. Miller will visit his sister and brother-in-law for several weeks.

Me," "The Rain in Spain," "I've Grown Accustomed to her Face," "I Could Have Danced All Night," "On the Street Where You Live" among others.

Tickets for "My Fair Lady" and for "The Sound of Music" which runs through Sunday matinee August 11, are on sale at Ovens Auditorium box office daily and Sunday from 10 a.m. through 10 p.m. Out-of-town theatre-goers may purchase tickets in select branch agencies. The last musical of the season "Finian's Rainbow" which stars Bety Johnson follows "My Fair Lady" into the spotlight at the Charlotte Summer Theatre, followed by the final production of the season, "Star-Spangled Girl," August 27, starring Edd Byrnes, Diane McBain and Carleton Carpenter in a hilarious evening of Neil Simon ("Barefoot in the Park" and "Odd Couple") comedy.

Mrs. Dobbins' Rites Conducted

Funeral rites for Mrs. Essie Hicks Dobbins, 80, were held Saturday at 2 p.m. from Caroleen Baptist church, interment following in High Shoals Baptist cemetery.

Mrs. Dobbins was mother of Roy and Jay Dobbins, both of Kings Mountain, Junior Dobbins of La Fayette, La., Mrs. Worth Mitchell, Sr. of Caroleen and Mrs. James McAllister of Alexander, Va. Also surviving are two brothers, Oscar J. Hicks of Gastonia and Andrew Hicks of Alexander, Va., 10 grandchildren and 10 great-grandchildren.

Rev. Richard Spencer and Rev. R. L. McGaha, both formerly of Kings Mountain, officiated at the final rites.

LUTHERAN SPEAKER

The Rev. Lester D. Keasey, professor of sociology at Appalachian State University will be speaker at St. Matthew's Lutheran church Sunday for the 11 o'clock worship service. His sermon topic will be, "Search, Research, and the Kingdom of God."

City Patrol Car Damaged \$200

A Kings Mountain police cruiser was damaged Monday at 12:45 p.m. at the intersection of Battle-ground Avenue and Mountain Street.

Sgt. J. D. Barrett, 37, driver of the patrol car was stopped at the intersection when he was struck by another police officer Johnnie Belk, 27, driving a pick up truck.

Gravel was reportedly scattered on the road during road construction and was believed to be the cause of the accident. The truck slid sideways into the patrol car as he attempted to stop.

No injuries were reported and no charges have been made.

Damage to the truck was estimated at \$200.

A wreck on Dilling Street was also reported by the Kings Mountain Police Department. Sallie May Chambers, 42, Canterbury Road, driver of a 1964 Chevrolet, made a right turn on Dilling street, ran off the road, and struck a house.

The car damage was estimated at \$650 and the house, owned by Mr. John Cauney, 315 E. King, at \$1,000.

KINGS MOUNTAIN BESSEMER CITY DRIVE-IN THEATRE

ALWAYS \$1.00 A CARLOAD!

THURS.-FRI.-SAT. — 3 HITS!

No. 1
"HOUSE OF USHER"
No. 2
"THE RAVEN"
No. 3
"PRE-MATURE BURIAL"

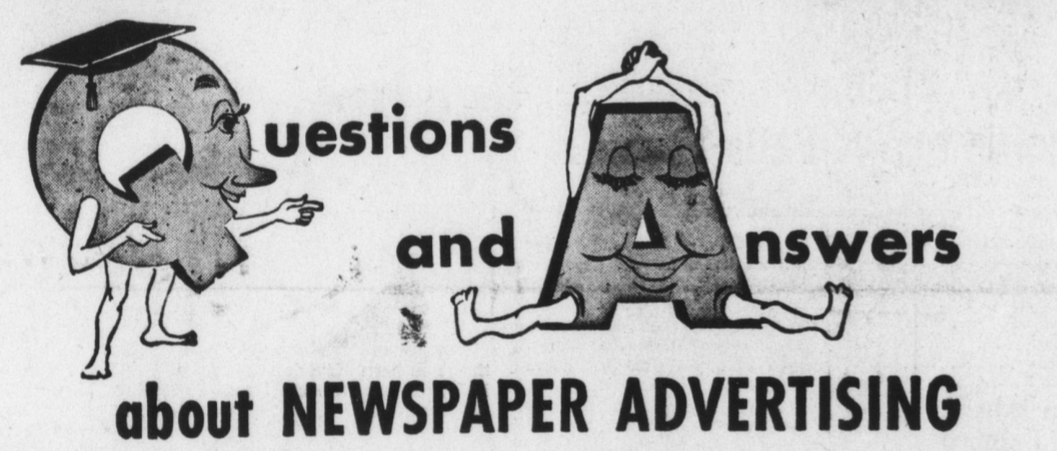
ON SAT. MOVIES RUN IN REVERSE ORDER

SUN. thru TUES. — 2 HITS

No. 1
"UP DOWN STAIRCASE"
No. 2
"MARY JANE"

Wed. Movies Run in Reverse Order.

MEMO TO ADVERTISERS



- Q. What are the 3 most important rules for profitable newspaper advertising?**
- A. 1.** Your advertising message should be *newsworthy*, 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

August Is The Month...



to TRADE and SAVE

88 NEW CARS IN STOCK GOING AT LARGER THAN EVER DISCOUNTS. WE HAVE THE CAR TO MEET YOUR TRANSPORTATION NEEDS — WHATEVER THEY MAY BE!

You Save Money During Our August SALE. We are Wheeling and Dealing At **VICTORY CHEVROLET** During August. We Need Used Cars And Are Offering Higher Prices Than Any Dealer For Your Used Car Trade-Ins.

- Local First Union National Bank Financing On The Spot.
- We Service What We Sell — America's Greatest Car.

The 1968 CHEVROLET

SEE US AND SAVE

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