

Footo Mineral Announces New Addition Agent

EXTON, PA. — Footo Mineral Company announces the development of a high soluble, low carbon chrome alloy for steelmaking. The new addition agent, HS-CHROME-66, can effect savings of up to \$2 per ingot ton on low carbon-chromium grades of steel.

According to Dr. T. J. McLeer, Vice President-Research & Engineering, HS-CHROME-66 dissolves more quickly in the ladle than other alloys, resulting in uniform chromium dispersion with no significant increase in carbon content. In addition, the high chromium content of the alloy minimizes undesirable chilling of the steel.

Footo terms HS-CHROME-66 an improvement over both exothermic ferrosilicon-silicon and ferrosilicon-silicon. The \$2-ton saving represents ingot costs based on current market prices and present open hearth and basic oxygen furnace practices.

Oates Shell

its 3-1 victory over Plonk's. High scorer for Plonk's in the loss was Dessie Loftin with a 111 line and 281 set.

Charity Tignor had a 97 line and Sarah Cash added a 271 set to lead Oates Shell to a 4-0 win over the American Legion. Oates Shell captain Jenny Oates was unable to bowl opening night.

For the losers Pat Herndon came in with a 103 line and 278 set.

In the other match, Kay Hawkins rolled a 104 line and Betty Ware added a 282 set to lead the Ware team to a 3-1 victory over Amaco.

Becky Barnett had a 110-291 for the losers.

Following are members of the ladies league teams:

PLONK'S: Margaret Harmon, Bobbie Lovelace, Dessie Loftin and Barbara Miller.

DREWES: Judy Greene, Brenda Dover, Edna Bowen, Glenda Bek and Betty Huldner.

OATES: Jenny Oates, Pat Chapman, Sarah Cash, Margaret Wilson and Charity Tignor.

AMERICAN LEGION: Karen Moss, Kathy Butler, Gerry Werner, Pat Herndon and Lib Gault.

WARE: Betty Wells, Peggy Ross, Kay Hawkins, Doris Ware and Ethel Tignor.

AMACO: Winnie Fulton, Carol Brazzel, Becky Barnett, Louise Dover and Betty Fite.

STANDINGS

Teams	Won	Lost
Oates Shell	4	0
Drewes Tax	3	1
Ware	3	1
Plonk's	1	3
Amaco Service	1	3
American Legion	0	4

KM-Bess. City

to give the Kiwanians his views on the future of the city. The ends will be Ronnie Staleup and Donnie Kincaid, Tony Colvin and Rick Carson will open at tackles, Steve Lackey and Nicky Nichols are the guards and at center will be Dennis Bagwell.

In the backfield will be Fowler at quarterback, Queen and Moore at the halves and senior Ronnie Riddle at fullback.

Fowler, a returning starter, likes to mix up his plays and can throw or run with authority. His main passing target is Staleup, who splits out at times.

The Yellow Jackets tied for fourth place in the Little Six last year while the Mountaineers finished seventh in the Southwest Conference with a 3-6-1 overall record.

The Mountaineers haven't had a winning season since 1964 when they won the conference title, but the club is highly optimistic about their chances in the SWC this season.

Bates, who saw several top notch players sidelined last year because of injuries, hopes the injury bug keeps away from the KMHS camp. Early in drills the Mounties lost freshman Vernon Crocker with a broken leg and last Friday in practice tackle Jimmy Sotelo dislocated a shoulder and will be out for the remainder of the year.

Mullinax, who is back at half-back this season after spending most of last year at quarterback, skinned three toes last week in a motorcycle accident but is expected to be at top form Friday.

Rumors had it that the senior standout broke his foot and would be out for six weeks but Bates said it was just a freak accident and is nothing serious.

The game Friday is Kings Mountain's only non-conference outing of the season.

Bates brings his charges back home next Friday (the 13th) for a league bout with Chase, a team the Mountaineers haven't defeated since 1964.

Bates tags Lincolnton and Shelby, members of Division One of the SWC, as the teams to beat this season and he also looks for Chase and Belmont to have good clubs.

Last year the Mountaineers lost to Chase 14-0 in the last 18 seconds of play and the locals are anxious to get another crack at Coach Bob Bush's high-stepping Trojans.

The Mountaineers close out season play on Nov. 8 at Lincolnton. The Wolves won the conference and bi-conference titles last season and are loaded again this trip under Von Ray Harris.

New rugged styling featured in 1969 Chevrolet Light Truck Line



Boldly restyled for a more massive front-end look, the 1969 Chevrolet light conventional truck line has numerous improvements. They include brighter interiors, tighter door sealing, new cab mounts for quieter ride, automatic choke, and foot-operated parking brake. New options include a 350-cu.-in. 255-hp V8 and low-mounted side mirrors which afford better side vision and lower wind noise.

Higher-powered base engines in three series, three new 350 cu. in. V-8 engines, major front-end restyling of light conventional models, numerous chassis improvements, and many new and expanded options highlight the changes in the 1969 Chevrolet truck line.

The new 350 cu. in. engines are optional in light-duty conventional and forward-control models at 255 hp. in two versions for normal or severe operations. A third

County Fair

(Continued From Page One)

The North Carolina Department of Agriculture will feature its Food-Mobile at the Fair, and there are over five hundred food products either produced or processed in the county.

Premium lists reveal between \$18,000 and \$20,000 in prizes for exhibitors in all departments, and exhibits in most categories may be entered up to 8 p.m. Monday before the fair opens on Tuesday.

The interesting displays and exhibits, the reconstructed log cabin, and many other outstanding attractions await visitors to the 45th annual Cleveland County Fair.

Ross Charged

(Continued From Page One)

right turn and skidded into the patrol car. No injuries were reported.

Ross was charged with speeding in excess of 120 miles per hour, reckless driving, failure to stop at stop signs and failing to stop for a blue light and siren.

Enrollment Up

(Continued From Page One)

enrollment from 790 last year to 906 this year and produced crowded conditions. Relief may be in sight before the year is out, however, as a new 12-classroom addition is under construction at North school. To make room for the sixth grades at Central, four special education classes were moved to the newly-designated Special Education Center, New Davidson. Davidson, with the coming year, has been converted from use as an elementary school to special education purposes.

Special training for students with speech defects will be included in this special education program this year.

Federal Programs

Federal programs will be concentrated at West and Compact schools, with Donald Parker as director.

The Title I allotment to the system is \$193,000. This will provide for special reading teachers at each school, teacher aides and library aides in each school, one school nurse for the system, plus materials and supplies. This is the third year the system has participated in Title I.

School folk usually point to the fifth day enrollment as a figure likely to remain rather constant during the school year, pointed out Mrs. Wanza Davis, the superintendent's secretary, in giving enrollment figures. By the fifth day, the youngster late in registering due to illness, late arriving or other reasons is usually in his seat.

Thus the fifth day attendance here showed a population gain of 77 over opening day and a population gain of 80 over the previous year.

More Exhibits

(Continued From Page One)

on the midway again this year, Patterson noted.

Handicraft and household arts awards will be given for home grown products from the pantry, flowers and hobbies, including painting, collections, crafts, doll furniture, best handmade jewelry and other classes for all ages.

Mrs. Hill Lowery is director of the Women's Department and is being assisted by Mrs. Claude Harmon and Mrs. Sam Lovelace.

Mrs. Paul Bell, chairman, and Mrs. Charles Goforth, assistant, will manage the canned fruits and vegetables department; Mrs. John W. Patterson and Mrs. John Williams, preserves, jellies and jams; Mrs. Perry McSwain and Mrs. Earl Morris, pickles, relishes and meats; Mrs. Stokes Weight, Mrs. Melvin Nantz, pantry and dairy supplies; Mrs. Alton Dover, Mrs. Ruth Mitcham, household arts.

Cameron Ware is director of the horticulture section and Wayne Silvers is director of the agricultural section.

Interiors are brighter, with five new colors available, and a carpeting option now is offered for 1/2- and 1-ton cabs. A new design two-spoke steering wheel is larger for reduced steering effort.

Optional dressup items available include vinyl bucket seats with hand-tooled leather appearance, and a variety of bright metal trim, including exterior moldings with black paint or vinyl simulated wood-grain side inlays.

Improvements in the Step-Van include a restyled front end for the 1/2-ton model to provide a hinged hood panel for more convenient access to the engine. Two stage multi-leaf rear leaf springs with rubber eye bushings are new on 1/2- and 1-ton models, as are wide base tires for improved ride and handling and lower vehicle height.

Several improvements are offered in the 1969 Chevy-Van and Sportvan. New this year in both the Sportvan and Chevy-Van is a 3-speed automatic transmission, optionally available with all engines. Front bucket seats are redesigned for more comfort, and trim styling is new on standard and optional seats.

or the first time, an air conditioning system is available for the two Sportvan models. A high capacity body-integrated unit, it has a roof-mounted condenser and full-length ceiling duct with adjustable outlets to front and rear compartments.

NEW MEDIUM-DUTY LINE
New for most 2-ton models with 366 or 427 V8 engines is an integral charging system combining a generator and miniaturized integrated circuit voltage regulator into one compact unit. Voltage settings remain precise because moving parts and contacts have been eliminated.

An important new option is an emergency stopping and parking brake system for 2-ton models equipped with air brakes. It starts to function when air pressure in

the system falls below 60 PSI and automatically applies the brakes for an emergency stop when pressure drops to about 30 PSI. A manual control valve in the cab is used to set the air brakes for parking. Also available as a new option is a dual brake system for most chassis-cab models with vacuum-hydraulic brakes.

Other improvements include tighter door sealing, more convenient location of instrument controls, and new design foam seatbacks for increased comfort. New front clearance and identification lamps of inverted bowl lens design provide full 360 degree visibility for greater safety.

HEAVY-DUTY LINE

The power lineup in the Chevrolet heavy-duty series for 1969 consists of one diesel and four gasoline engines. In addition to the standard 366 in the 2-ton heavy-duty series, a 260 hp. 427 V8 is optional. The 3-ton series is exclusively gasoline engine powered, with a 237 hp. 401 V6 standard and 254 hp. 473 V6 optional. All 2 1/2-ton models are equipped with the 318 cu. in. 6V-53 diesel, rated at 195 hp.

The heavy-duty 2-ton line shares many of the improvements made in the light or medium lines. They include the optional dual vacuum-hydraulic brake and emergency air brake systems, more convenient instrument controls, new foam seatback design, better cab sealing, brighter cab interiors, and full visibility front identification and clearance lamps.

In 3-ton models new all vinyl and custom cloth-vinyl seat trims are color keyed to the instrument panel. The standard driver's seat and all optional driver and auxiliary seats in the 2 1/2-ton models are new black vinyl. In both 2 1/2 and 3-ton lines, instrument cluster and heater control panels have wood-grain trim and bright bezels for instruments.

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 new, 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

WEEKEND SPECIALS

Men's Permanent Press SPORT SHIRTS
Long Tail Tapered Button Down Collars
Regular Collars With Round Tails
and Two Pockets
Sizes S—M—L—XL
\$3.00 VALUES

\$1.77

Entire Stock Men's Short Sleeve — Perma-Press Manhattan and Norris Casual SPORT SHIRTS
Solids — Plaids — Stripes
Sizes S—M—L—XL

1/2 PRICE

\$4.00 Values NOW \$2.00
\$5.00 Values NOW \$2.50
\$6.00 Values NOW \$3.00

Entire Stock Boys' Perma-Press Short Sleeve SPORT SHIRTS

1/2 PRICE

All Men's Summer DRESS PANTS
Plain Fronts & Pleated
Most All Sizes
— NOW —

1/2 PRICE

45 Men's Dacron & Wool SUITS
Broken Sizes
A buy of a lifetime if we have your size at

1/2 PRICE

20 Men's Spring Weight SPORT COATS

1/2 PRICE

Men's Dacron & Cotton WINDBREAKER JACKETS
Tan — Navy — Gold
Sizes S—M—L—XL
\$8.99

Boys' Dacron & Cotton WINDBREAKER JACKETS
Navy — Gold
Sizes 8 to 20
\$6.99

LITTLE BOYS' Windbreaker JACKETS	BOYS' ZIP-LINED All-Weather COATS
RED & NAVY SIZES 3 TO 6X \$3.50	SIZES 3 TO 7 \$14.99 SIZES 8 TO 20 \$16.99

Men's 2-Pocket Short Sleeve SPORT SHIRTS
\$2.00 Values
\$1.49
3 For \$4.00



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PLONK'S