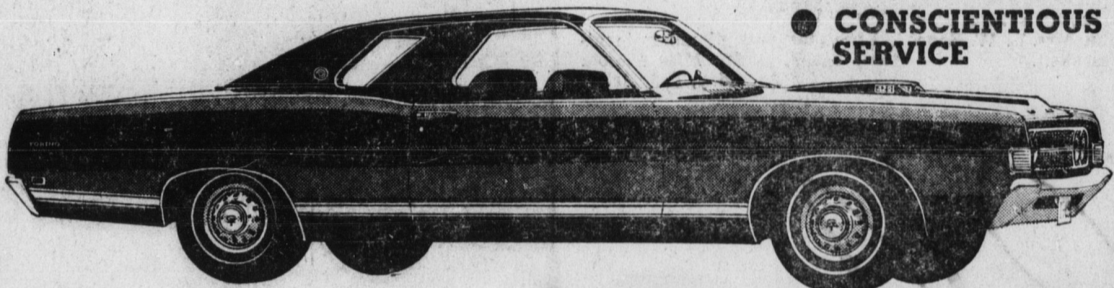


# THANKS

Last Month Was The Greatest April In Our History! Due To The Tremendous Response To Our April Sale Specials, We Are Going To Offer These Same Sale Prices In May! There's Gotta' Be A Reason For Such Success . . . It's Simple — At Southwell Ford You'll Always Find:

- FAIR PRICES
- COURTEOUS ATTENTION
- CONSCIENTIOUS SERVICE



**TORINO GT**  
**2-DR. HARDTOP**

Stock No. 112

**\$2719**

**STANDARD EQUIPMENT INCLUDES:**

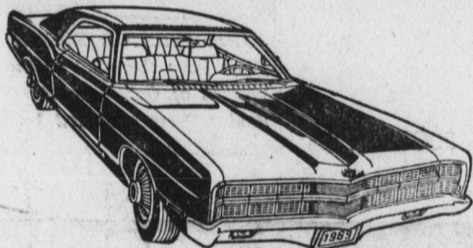
- Wide-Oval Belted Tires
- Style Steel Wheels ● Heavy Duty Suspension

**OTHER EQUIPMENT INCLUDED IN THIS PRICE:**

- 351 V8 ● Special Racing Tires ● Radio ● Bucket Seats ● Console

**BRAND NEW 1969 LTD**  
**2-DOOR HARDTOP**

Stock No. 131



**EQUIPMENT INCLUDED AT NO EXTRA COST:**

- Die Cast Grill
- Hideaway Head Lamps
- Pleated Trim
- Heater

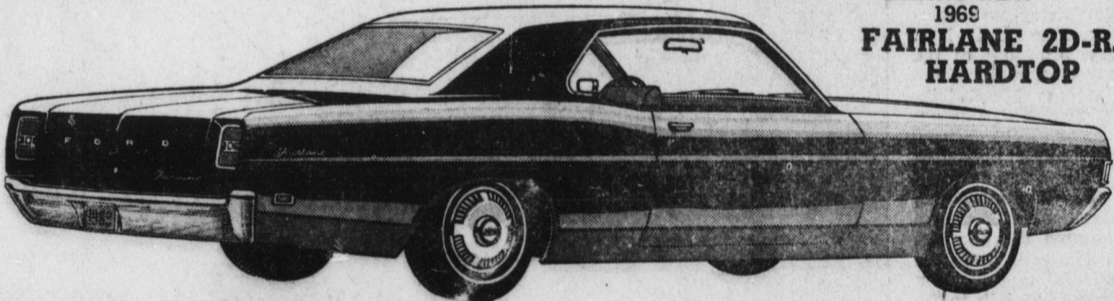
**OPTIONAL EQUIPMENT INCLUDED IN THIS PRICE**

- 390 Engine
- Cruise-O-Matic
- Air Conditioning
- Power Steering
- Radio
- Tinted Glass
- White Wall Tires
- Wheel Covers
- Vinyl Trim
- Tilt-Wheel
- Deluxe Steering Wheel

LIST PRICE \$4313.69

**\$3515**

**BRAND NEW 1969 FAIRLANE 2D-R. HARDTOP**



**STANDARD EQUIPMENT INCLUDES:**

- All Vinyl Door Panel ● Back-Up Lights
- Heater ● 3-Speed Synchronized Transmission
- Color Keyed Interior ● Padded Dash
- Outside Mirror ● Electric Wipers ● Washers

Stock No. 258

LIST PRICE \$2579.95


**OUR LOW, LOW PRICE**

**\$2195**

- Mike Arrowood ● Benny Caldwell ● Doug Eubanks ● Hazel Gill ● Bob Southwell

Service On Fords, Well That's For Sure! See Miles Scism and Gene Gibson

# SOUTHWELL FORD



**MORE ABOUT Overflow Crowd**

Continued From Page One  
be more teaching to more people in 'the same old way'?

"I don't know if what we were teaching years ago is good enough for today. And, I don't know if what we're teaching today will carry our children into the 21st century. I'm convinced our public schools of today won't educate our children."

"Non-graded elementary schools, teen teachings, getting rid of the walls — we're doing different things and working together. It's all part of this spirit of innovation, of meeting the needs."

"We must give attention to the individual needs of people. Many students feel they're a 'neatly packaged product.' It's impersonal. They want an identity. We need to work with them from kindergarten through the university."

"And, it's going to take more money to be sure. More teachers and more people in the classrooms. Not a person knows what children will have to be deciding in the 21st century. We don't know what facts they'll need. But, we can give them the knowledge of what's now available and the tools to go on learning the rest of their lives."

"Many see machines as an impersonal thing. Yet, a competent teacher can use the tools at his disposal and make learning interesting. We'll weather the storm of technology. We've already experimented with the computer and it can do wonders for a particular child with a particular problem without holding up the rest of the class."

"And, buildings will change in looks, too. They won't be that 'old building with the brown smelling inside' any longer. We're moving from memory to the process of inquiry — from spirit to depth for learning. We're 'turned on' about learning. Something is wrong when a student is turned off, because it's a natural part of man's process."

"We're moving from education in the mass to education by appointment. For teachers, parents — and most of all the children — the future looks bright. The future? Our children will use their own talents, their own ability, and in their own way — within

## Society

**George Allen Is Honored On 79th Birthday**

Mrs. S. L. Smith of Elizabethtown, Mrs. James Malcolm of Lenoir, Mrs. Virginia Coley of Wilmington and Miss Irene Allen of Palm Harbor, Florida honored their father, George W. Allen of Palm Harbor, formerly of Kings Mountain at a birthday dinner on the occasion of his seventy-ninth birthday at the home of Mr. and Mrs. Larry Loving in Midland, N. C. Mrs. Loving, granddaughter of Mr. Allen, is the former Bettina Coley of Wilmington.

Sixty-five guests enjoyed a picnic dinner served from a 30 foot table in the center hall of the large home. Mr. Allen cut his birthday cake and opened gifts in the gaily decorated dining room. Mr. Loving entertained the guests with several piano renditions and later group singing was enjoyed by all.

Among the guests there to help celebrate Mr. Allen's birthday, besides his daughters, were eight brothers and sisters, Will and Ed Allen, Mrs. Frank Parker and Mrs. Nan Berry of Rock Hill, S. C., Mrs. Essie Culbreth and Mrs. D. J. Hamrick of Charlotte, Robert Allen of Shelby and Mrs. Dora Hamrick of Kings Mountain. Three others I. M. Allen, Mrs. Tinnie Hamrick and Mrs. Sally Royster are deceased, but some member of each of these families was represented. There were ten grandchildren present and four great-grandchildren and also nieces, nephews and other relatives from Shelby, Charlotte, Greensboro, Burlington, Smithfield, Coates, Elizabethtown, Wilmington, York and Kings Mountain.

reason. It's up to us to turn our children back on."

**DAR Meeting Set Wednesday**

Mrs. C. E. Neisler, Jr. will present the program at Wednesday's meeting of Colonel Frederick Hambright Chapter, Daughters of the American Revolution, at 3:30 p.m.

Mrs. F. J. Sincow will be hostess at her home.

**Self-Defense Classes Slated**

Free classes in self-defense for women will begin Friday morning at 11 at Adams Academy of Karate, David Adams has announced.

Said Mr. Adams in announcing the new program, "It seems our female youth and adults are faced daily with new dangers and lack confidence in all they do. A course of this nature would supply them with such needs."

**McDaniels Visit In Virginia Beach**

Mr. and Mrs. Gail McDaniel visited their daughter and son-in-law, Mr. and Mrs. Charles Adams, and sons, David and Scott, last weekend in Virginia Beach, Va.

They attended the Azalea Festival Saturday afternoon and saw President Nixon crown his daughter, Tricia, Queen of the Azalea Festival before a crowd of 8,000 people.

The coronation ceremony was held in the Norfolk Botanical Gardens Amphitheatre.

**PRESBYTERIAN**

Dr. Paul K. Ausley will use the sermon topic, "Putting," at Sunday morning worship services at 11 o'clock at First Presbyterian church.

**PERSONALS**

Mr. and Mrs. Giles C. Cornwell, Sr., Mr. and Mrs. Reggie Cornwell, and Giles Cornwell, Jr. spent the weekend with Mr. and Mrs. J. Deck Fulton, coming especially for the funeral of A. H. Cornwell.

Giles Cornwell, Sr., son of Mr. Cornwell, had been here since April 16th due to the serious illness of his father.

Mrs. E. A. Harrill has returned from Decatur, Ga. where she spent the winter months with her daughter, Mrs. Jason Doron and Mr. Doron.

Overnight guests of Dr. and Mrs. Henry C. Sprinkle of Mocksville, N. C. on Sunday night were Mr. and Mrs. Baxter Payseur, en route to the N. C. Baptist Hospital, Winstonsalem, N. C., where Mrs. Payseur spent Monday taking tests and X-rays. Dr. Sprinkle, now retired, is a former minister of Central Methodist church here.

**CHURCH BENEFIT**

Penley's Chapel Methodist church will sponsor a hotdog sale and cake sale Saturday beginning at 11 a.m. at the church. For delivery, call 739-4794.

**IN MEMORIAM**

In loving memory of Julia M. Baily, who passed away 5 years ago the 22nd day of April. Although God called you long ago,

I treasure memories ever though,  
Your dear sweet face,  
I cannot see,  
As I walk on,  
You're still with me,  
And in the corner  
of my heart  
Though far away,  
We are not apart  
Love linked a path  
'tween thee and me  
That I shall walk  
To come to thee.  
Sadly missed by,  
Children and grandchildren

**MEMO TO ADVERTISERS**

## Questions and Answers about NEWSPAPER ADVERTISING

**Q. What are the 2 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 or 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**