

WANT ADS

LOSE WEIGHT THIS WEEK

Odrinex can help you become the trim slim person you want to be. Odrinex is a tiny tablet and easily swallowed. Contains no dangerous drugs. No starving. No special exercise. Get rid of excess fat and live longer. Odrinex has been used successfully by thousands all over the country for over 10 years. Odrinex costs \$3.25 and the large economy size \$5.25. You must lose ugly fat or your money will be refunded by your druggist. No questions asked. Sold with this guarantee by: **KINGS MOUNTAIN DRUG STORE - 209 SOUTH BATTLEGROUND AVE. - MAIL ORDERS FILLED.** 4:30-5:14 p.m.

Standard Mobile Home Corp.
— UNDER NEW MANAGEMENT —
Come Out and Meet
GEORGE W. SMITH
Phone 739-6905

Highway 74 W. Shelby Road Kings Mountain, N. C.

HOW MUCH ARE YOU PAYING FOR INSURANCE?

Probably a sizeable amount. It is possible that we can save you money on a comprehensive insurance plan.

— SEE US TODAY! —
INSURANCE IS SECURITY

THE ARTHUR HAY AGENCY
"ALL KINDS OF INSURANCE"
PHONE 739-3659

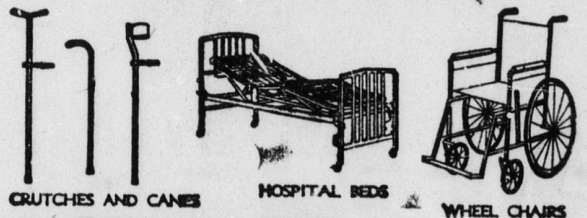
WANTED

Experienced Foster Winder Tenders and Service Help interested in working **REGULARLY** and six days per week. Excellent pay and benefits. Call at Personnel Office.

McNeil Spinning Co.
(Old Gamble Mill Location)
Bessemer City, N. C.

STOP HERE FOR YOUR Health Needs

DID YOU KNOW WE HAVE INVALID AND HOSPITAL EQUIPMENT BOTH FOR SALE OR FOR RENT?



PLUS MANY OTHER TYPES OF CONVALESCENT EQUIPMENT

KINGS MOUNTAIN DRUG COMPANY
THE CITY'S MODERN STORE
PHONE 739-2571

★ **FOR YOUR SHARE IN AMERICA** ★

U.S. SAVINGS BONDS

H Realty For Sale H

FOR SALE — 2 bedroom house located 1/2 mile west of Grover off Hy. 226. Call 937-7309 any time.

A NEW HOME in Spring Acres in Grover. Three bedrooms, 1 1/2 baths, laundry room, double carport and utility room. Call 937-5231 or 937-7104. 5:7-21

CARD OF THANKS

We appreciate very much the many kindnesses of our friends and loved ones and especially the doctors and nurses and staff of Kings Mountain Hospital during the illness and death of our son, husband and father, **The Family of John Calvin Dawkins**

First Potatoes to Europe

How the potato reached England and Europe is not certain. Columbus may have carried it back with him, but most historians are of the opinion that Sir Francis Drake first introduced it to England after one of his voyages and from there it went to the continent. It is also believed Sir Drake carried the first tobacco from America to England.

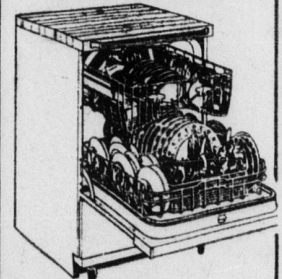
The Finest



For
● Lightest Muffins
● Cornsticks
● Hush Puppies
● Fritters
Ask For Cleveland Corn Meal Mix At Your Favorite Store
EAGLE ROLLER MILL Manufacturer



The New KitchenAid Dishwasher with exclusive SOAK CYCLE does your soaking automatically.



The messiest kitchen clean-up job has always been removing crusted-on foods from pots, pans and casseroles. And sometimes from dishes. Until now, the KitchenAid Superba model has a new exclusive Soak Cycle that automatically soaks and loosens encrusted foods. Then it washes, rinses and dries everything.

KitchenAid FOOD WASTE DISPOSER

Grinds food waste finer and faster. All kinds, from bones to stringy vegetables. And it's quieter! Much quieter. Eliminates jams electrically, too.

Ben T. Goforth Plumbing
York Rd. Kings Mountain

Glenn Named To Fiber Post

C. L. (Cham) Glenn today assumed the duties of industrial relations manager at the Shelby Plant of Fiber Industries, Inc. according to Plant Manager H. Eugene LeGrand.

Glenn succeeds Jack H. Gunnells, who has been transferred to company headquarters in Charlotte as manager of special projects.

Glenn has been with Fiber Industries in Charlotte since November, 1967, first as manager of personnel administration and most recently as manager of industrial relations services. He joined the company in 1966 as personnel administration supervisor at the Greenville, S. C., nylon plant.

He and his wife, Sylvia, and their two children — Stephanie, 15, and Chal, 11 — will move to Shelby this summer. They are members of the Presbyterian Church.

A native of Badin, Glenn is a veteran of U. S. Army service in the early 1950s and is a 1958 business administration graduate of the University of North Carolina at Chapel Hill. He also has done post graduate work in industrial relations at Xavier University in Cincinnati, Ohio.

Glenn spent five years in Cincinnati in the corporate personnel department of the Kroger Company. He subsequently spent three and one-half years as personnel manager for the National Gypsum Company Plant at Jackson, Tenn., a position he left to join Fiber Industries at Greenville.

Gunnells, a native of Kings Mountain, joined Fiber Industries as industrial relations manager at Shelby in February, 1966. Prior to that, he was with Celanese Plastics Company, Campbell Soup Company, Fieldcrest Mills and Bigelow-Sanford Carpet Company.

He was graduated from Lenoir Rhyne with an AB degree in business administration in January, 1953. He received an MBA degree in 1954 from the University of North Carolina at Chapel Hill.

Female Of Species Have Fewer Wrecks

ATLANTA — Nobody knows whether men are better drivers than women or vice versa. But insurance underwriters know that behind the wheel women are better auto insurance risks than men, says the Insurance Information Institute.

During 1968, for example, 59,000 men and 10,500 women drivers were involved in fatal accidents. And 19,600,000 men and 6,400,000 women drivers were involved in all kinds of auto accidents—fatal, not-fatal and property damage, according to the National Safety Council.

In that year, studies show, there were 61,500,000 men drivers and 43,500,000 women drivers. On the basis of these figures, coupled with figures on miles driven, here's how the sexes shape up with respect to accident involvement:

For every million miles driven, 84 men were involved in fatal accidents as against 35 women. In auto accidents of all kinds, 277 men were involved for every ten million miles driven, as against 212 women.

These figures indicate that a woman is less likely to be involved in an auto accident than a man and, therefore, women drivers are regarded as better auto insurance risks than men.

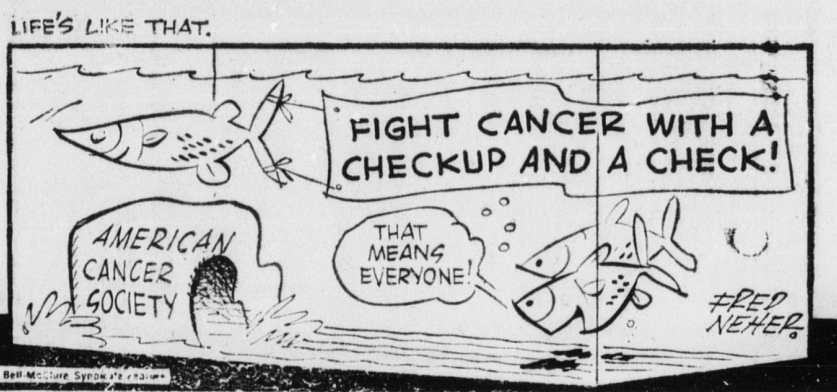
But are women really better drivers than men? The National Safety Council points out that a part of the difference in accident involvement between the sexes appears related to the time, place and circumstances of the driving.

While males do nearly 75 percent of all driving, this percentage increases in rural areas, where the mileage death rate is highest, and it drops in urban areas, where the rate is lowest. Also, men drive more after dark when the mileage death rate is three times higher than during the day.

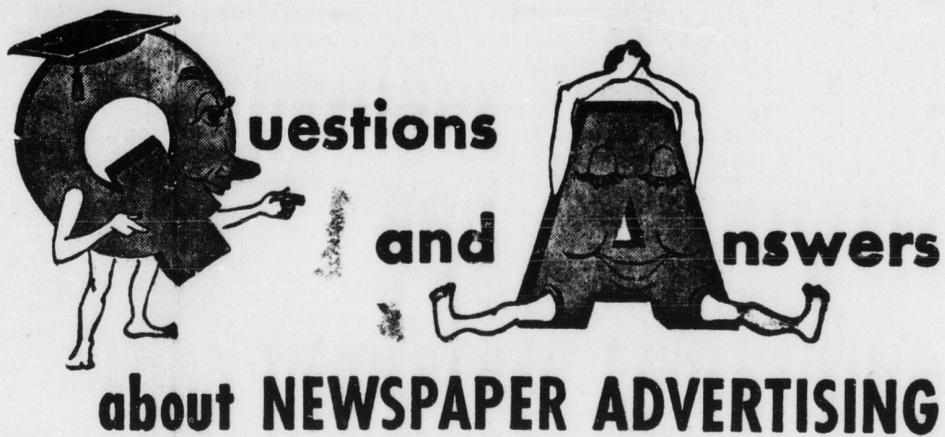
Although the accident rate for women is rising, many observers share the opinion that women as a class are more careful and more considerate of others on the road, and, therefore, are safer drivers as a class.

FIX-IT TIP

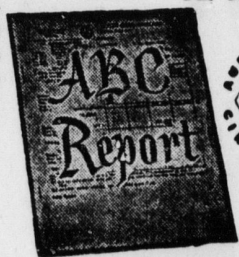
One tool that should be in every home is a plumber's plunger — a bell-shaped rubber cup mounted on a wooden handle. In the case of a stopped-up sink drain, place the open plunger over the drain opening, with enough water to cover the edge of the plunger so it makes a seal all around. Work the plunger up and down. The alternate compression and suction of the plunger will generally dislodge any obstruction in the drain.



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