

These Are Facts

ON

Kings Mountain Utility Rates

WATER & SEWER

(3,000 Gals.)

	MINIMUM	FAMILY RATE
Gastonia		\$2.63
Shelby		2.85
Belmont		3.00
Cherryville		2.75
Lincolnton		2.83
Forest City		3.00
Newton		3.80
Morganton		4.70
Kings Mountain		2.38
Bessemer City		5.00

ELECTRIC

	MINIMUM	FAMILY RATE
Gastonia	1.00	17.05
Shelby	.88	15.11
Cherryville	3.03	15.57
Lincolnton	1.00	19.79
Forest City	1.00	17.88
Newton	1.00	16.12
Morganton	.88	15.17
Kings Mountain	.90	14.56
Belmont	.88	City Does Not Operate System
Bessemer City	.88	City Does Not Operate System

GAS

	Minimum	4500 Cubic Feet	80,000 Cubic Feet
Shelby	.92	6.73	22.40
Kings Mountain	1.25	6.90	23.41
Bessemer City	1.55	7.80	25.95
Gastonia		Does Not Operate System	
Belmont		Does Not Operate System	
Cherryville		Does Not Operate System	
Forest City		Does Not Operate System	
Newton		Does Not Operate System	
Morganton		Does Not Operate System	
Lincolnton		Does Not Operate System	

We Pledge

- 1) To keep the ad valorem tax rate at 85c per \$100 valuation. This is among the lowest Municipal Tax Rate in North Carolina.
- 2) To keep Kings Mountain Utility rates equal or lower than those of other North Carolina cities.
- 3) To CONTINUE this Administration's record of fiscal responsibility. We pay the city's bills.

RAY W. CLINE

Ward 1 Commissioner

T. J. (Tommy) ELLISON

Ward 3 Commissioner

W. SEIMORE BIDDIX

Ward 2 Commissioner

NORMAN KING

Ward 4 Commissioner

JAMES J. DICKEY

Ward 5 Commissioner

May 20
Champion vs. K Mills
BC vs. Dallas
May 25
BC vs. K Mills
Dallas vs. Craftspun
May 28
Dallas vs. Champion
BC vs. Craftspun
May 31
Craftspun vs. Champion
K Mills vs. Dallas
June 3
BC vs. Champion
K Mills vs. Craftspun
June 6
Champion vs. K Mills
BC vs. Dallas
June 11
BC vs. K Mills
Dallas vs. Craftspun
June 14
Dallas vs. Champion
BC vs. Craftspun
June 17
Craftspun vs. Craftspun
K Mills vs. Dallas
June 21
BC vs. Champion
Craftspun vs. K Mills
June 25
Champion vs. K Mills
BC vs. Dallas
July 12
BC vs. K Mills
Dallas vs. Craftspun
July 15
Champion vs. K Mills
BC vs. Dallas

Little League

Childers vs. Rotary
June 21
Jaycees vs. C&C
Parkgrace vs. Rotary
June 22
Childers vs. Kiwanis
Optimist vs. Police
June 24
Jaycees vs. Police
Rotary vs. Optimist
June 25
Parkgrace vs. Childers
Kiwanis vs. C&C
July 12
C&C vs. Rotary
Optimist vs. Childers
July 13
Jaycees vs. Parkgrace
Police vs. Kiwanis
July 15
Optimist vs. Parkgrace
Police vs. C&C
July 16
Rotary vs. Kiwanis
Childers vs. Jaycees

Dallas vs. Champion
BC vs. Craftspun
July 20
Craftspun vs. Champion
K Mills vs. Dallas
July 23
Champion vs. BC
Craftspun vs. K Mills
July 26
Champion vs. K Mills
BC vs. Dallas
July 29
BC vs. K Mills
Dallas vs. Craftspun
Aug. 2
Dallas vs. Craftspun
BC vs. Craftspun

WOMEN'S LEAGUE

May 6
Wilson Perkins vs. Oxford
May 11
Optimist vs. Kinder Furniture
May 14
Firestone vs. Oxford
May 17
Carolina Throwing vs. Kinder
May 20
Perkins vs. Optimist
May 25
Firestone vs. Kinder
May 28
Oxford vs. Optimist
May 31
Carolina vs. Perkins
June 3
Firestone vs. Optimist

Kinder vs. Perkins
June 11
Oxford vs. Carolina
June 14
Firestone vs. Perkins
June 17
Optimist vs. Carolina
June 21
Kinder vs. Optimist
June 25
Firestone vs. Carolina
July 12
Perkins vs. Oxford
July 15
Optimist vs. Kinder
July 16
Firestone vs. Oxford
July 23
Carolina vs. Kinder
July 26
Perkins vs. Optimist
July 29
Firestone vs. Kinder
Aug. 2
Oxford vs. Optimist
Aug. 3
Carolina vs. Perkins
Aug. 4
Kinder vs. Perkins
Oxford vs. Carolina
Firestone vs. Perkins
Aug. 5
Firestone vs. Optimist
Aug. 6
Optimist vs. Carolina
Kinder vs. Oxford

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The only ball pen you'll ever want... now with the only calendar you'll ever need!

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\$2.95

THE PARKER PEN COMPANY

Kings Mountain Drug Company

WANTED

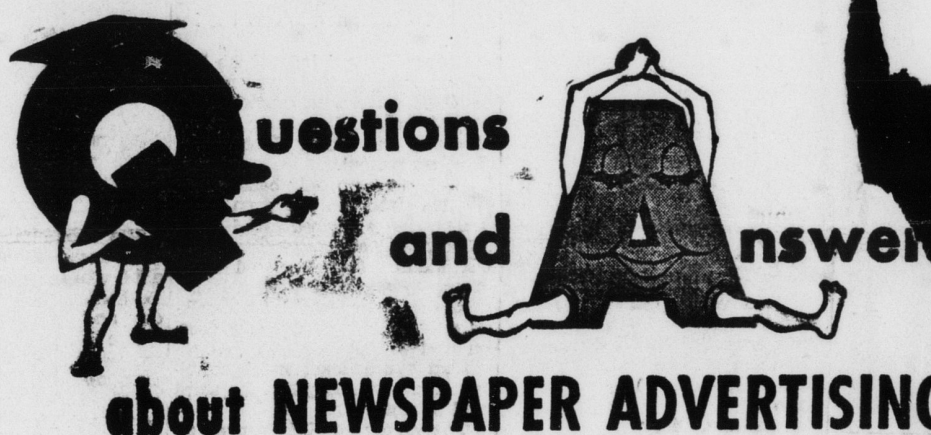
Foster Winders and Twister Tenders
For Second and Third Shifts
Full Six or Seven Day Operation
Excellent Pay and Benefits
McNEILL SPINNING COMPANY
APPLY McNEILL EMPLOYMENT OFFICE

8 a.m. - 5 p.m.

Equal Opportunity Employer

Old Gamble Mill Location Bessemer City, N. C.

MEMO TO ADVERTISERS



- Q. What are the 3 most important rules for profitable newspaper advertising?**
A. 1. Your advertising message should be always clearly, informative, easy to read. Give facts and news about your merchandise and service.
2. Advise regularly. Make your advertising do what successful admen 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 **WEARING** on clothes?**
A. Yes—in the well known circulation standards of the **ADVERTISING BUREAU OF CIRCULATION.**
- Q. What is the A.B.C.?**
A. The A.B.C. is a cooperative, non-profit association of 2,400 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 B.C. staff of experienced circulation auditors makes a thorough audit of the circulation of each publisher member. The audit reports are published in an easy-to-read report for your use and protection. 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 how to make any sound business investment on basis of known values and audience.
- Q. Are all publications eligible for membership?**
A. No. Only those with paid circulation are eligible. It is important to advertisers because that the paper is wanted and read.
- Q. Is this newspaper a member of the Advertising Bureau of Circulation?**
A. Yes. We are proud of our circulation and we want you to know the audience figures will appear in these reports.



KINGS MOUNTAIN HERALD

SEE RESULTS OF A FREE REPORT OF ADVERTISING