

## Burlington Earnings Up

NEW YORK — Burlington Industries, Inc. today reported increases in sales and earnings for the September quarter and the fiscal year ended September 30, 1972.

Net earnings for the 1972 fiscal year were \$49,607,000 or \$1.86 per share on 26,636,000 average shares outstanding. Earnings for the previous year were \$40,141,000 or \$1.52 per share on 26,374,000 average shares outstanding.

Consolidated net sales for the 1972 fiscal year were \$1,816,125,000 compared to \$1,727,045,000 in the prior fiscal year.

"The current business trend for Burlington is encouraging," according to Chairman Charles F. Myers Jr. and President Ely Callaway. "With almost all forecasts pointing to a strong economy, Burlington should participate strongly in increased consumer spending for apparel and home

furnishings. In most divisions, forward order positions are now better and demand firmer than at any time in the past year."

Net earnings for the fourth quarter ended September 30, 1972 were \$13,379,000 or 50 cents per share compared to \$11,788,000 or 46 cents per share for the same quarter last year.

Consolidated net sales for the fourth quarter were \$461,799,000 compared to \$428,135,000 for the same quarter a year ago.

Earnings for the fourth fiscal quarter and the fiscal year 1972 include, respectively a cut 4 1/2 cents and 22 cents per share of investment tax credits under the Revenue Act of 1971.

Results of the 1972 fiscal year are subject to confirmation by the company's auditors.

The board of directors of Burlington Industries, meeting here, declared a regular quarterly dividend of 35 cents per share, payable December 1, 1972 to shareholders of record at the close of business on November 3, 1972.



## Ice Capades Opens Wednesday For Eight Shows In Charlotte

CHARLOTTE — Whether you're a child, or if you haven't been one in ages, you'll take your hat off to the fascinating number, "Lidsville," featured in this year's Ice Capades, opening at the Charlotte Coliseum on Nov. 1 for eight performances through Nov. 5.

Based on the hit Saturday morning kid's television show, we follow our hero, Mark, as he stumbles into "Lidsville," the strange world of hats, where he meets all the kooky, kicky characters in this unusual land.

Charming "Hat" cars is featured so children in the audience will also have a chance to be part of the happiest show in town.

It's captivating number full of charm and whimsy and just plain fun that spells out "the magic of childhood."

Tickets priced at \$4.50, \$4.00, \$3.50 and \$2.50 are on sale at the Coliseum box office or may be ordered by mail.

## Food Show Is Slated

Cleveland county boys and girls will have an opportunity to learn about the wonderful world of food via special television programs beginning February 10, 1973.

A series of six programs will be presented weekly over television stations WBTV and WLOS; channels 3 and 13, according to Florence Ellen McCaskill, assistant home economics extension agent.

The programs will be telecast each Saturday, at 8:00 a. m. Also these programs will be broadcast on the University of North Carolina TV Educational network at 1 p. m., on Thursday, beginning February 8, 1973.

The series, called "Mulligan Stew," does a takeoff on "Mission Impossible" when Wilbur Do-right brings assignments from "upstairs." Young actors do fun one-liners and street interviews and come-alive puppets perform in a "Sesame Street" atmosphere. There are also interviews with astronauts and world-famous food authorities.

Florence Ellen McCaskill, says boys and girls enrolling for the series of 30-minute programs will be able to buy special manuals.

Boys and girls who are interested in the 4-H TV series should contact, before October 30, their school teachers, 4-H Adult leaders or the county extension office, at 130 South Post Road, Shelby, Telephone 482-4365.

The "Mulligan Stew" production is part of a special youth nutrition education program in cooperation with the U. S. Department of Agriculture. The programs are presented by the Agriculture Extension Service at North Carolina State University in cooperation with the television stations.

## The Veterans Corner

Editor's Note: Veterans and their families are asking thousands of questions concerning the benefits their Government provides for them through the Veterans Administration. Below are some representative queries. Additional information may be obtained at any VA office.

Q — I am drawing VA pension under the so called "old law," and wonder if I can change to the "new law?"

A — Yes. Before deciding, however, suggest you discuss it with a VA representative.

Q — How long can a veteran take on-the-job training.

A — On-the-job training may last up to two years—apprenticeship programs up to three years.

Q — Is my father eligible for a VA pension if he served in the U. S. Army on the Mexican border before World War I?

A — He may qualify for disability pension provided he served honorably for 90 days or more days in one of the following areas: Mexico; one of the adjacent states; Guatemala or British Honduras; or at sea in the area of Mexico. Full details are available at VA office nearest your father.

## EXPERIENCED MAINTENANCE MAN

For Pine Manor Apartments in Kings Mountain

Send Resume To

4601 S. Boulevard, Charlotte

## Employment Opportunities

Immediate Openings in Production  
No Experience Necessary

We provide on-the-job training leading to responsible positions in flotation and grinding plant operations.

CHECK THESE ADVANTAGES:

- Excellent Starting Rates
- Paid Vacations
- Paid Holidays
- Group Insurance
- Pension Plan
- Opportunity For Advancement

Now Interviewing 8:00 A.M. - 4:00 P.M.

## United States Gypsum Co.

Kings Mountain Plant  
(An equal opportunity employer)

Located approximately 4 miles South of Kings Mountain on 216 (Grover Road).

Look for USG sign with arrow

# A girl can dream, can't she?



This time you're absolutely going to save something out of your paycheck. But, then, you really do need that pantsuit, a new coat and, of course, that perfume Eric likes so much.

Before you know it, the money's gone... and all you've got saved are your dreams.

That's why the Payroll Savings Plan is such a good idea for a single girl. When you join, an amount you specify is set aside from your check and used to buy U.S. Savings Bonds. And, it's all done before you get your check—so you can't help

but save. U.S. Savings Bonds. To help you save more than dreams.

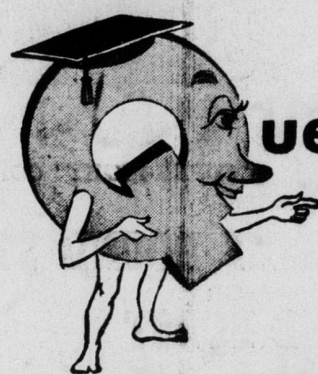


Now U.S. Bonds pay 6% interest when held to maturity of 5 years, 10 months if it's the first year. Bonds are redeemable if lost, stolen, or destroyed. When needed they can be cashed at your bank. Interest is not subject to state or local income taxes, and federal tax may be deferred until redemption.

## Take stock in America.

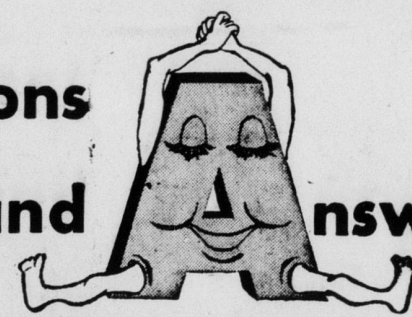
Now Bonds mature in less than six years.

## 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