

### Tax Return Deadline Near

GREENSBORO. — Employers have an important tax deadline Wednesday, January 31, 1973.

This is the last day for reporting Social Security and withheld income taxes for the calendar quarter ended December 31, 1972, according to Bob LeBaube, acting district director of Internal Revenue for North Carolina.

If the taxpayer makes a timely deposit of the full amount of the tax due, ten additional days are allowed to file the return, LeBaube said.

Employers who received a pre-addressed Form 941, "Employer's Quarterly Federal Tax Return," should use this form to report their tax liability. Other employers can obtain blank copies from their local IRS office.

January 31 is also the last day to report and pay any balance of federal unemployment tax not over \$100 for 1972, using Form 940. If the balance of tax due exceeds, the taxpayer must make a deposit with Form 508.

If taxpayers deposit the full amount of the tax on time, they may then file the return no later than February 10.

"Circular E Employer's Tax Guide," Publication 15, furnishes detailed information on these taxes. You can obtain this free publication by calling or writing your IRS district office.

### MORE ABOUT WILSON

minor leagues are almost a thing of the past.

"There's no doubt, the minors are on their way out," says Wilson. "It's due largely to the fans' lack of participation and the major league clubs tightening down on the dollar. It costs so much to operate a minor league ball club.

"In five to ten years," he continued, "there will be few minor leagues. The high schools and colleges are going to have to supply the major leagues with material."

Wilson is grateful for a strong minor league program during his day. Playing for a dozen years in the minors, he compiled a lifetime batting average of .314, with marks of .348 and .356 at Minneapolis in 1951 and '55.

Asked if he were 18 years old again and preparing for a professional career would he go about it differently, Wilson noted: "I'd hire Lee Bailey, the lawyer from Boston, and let him do my negotiating for me. A bunch of scouts and I were talking a few weeks ago and all the guys agreed that if I came along today I would perhaps get one of the biggest bonuses ever paid a ballplayer."

### MORE ABOUT MATTHEWS

enthused about the rule. I'll just have to wait and see what happens."

Matthews had nothing but kind words for Aaron, who along with Matthews formed the top one-two home run hitting punch in baseball, breaking all the records set by former Yankee greats Babe Ruth and Lou Gehrig.

"Hank's just a super guy," said Matthews, "and, of course, the question in everybody's mind is 'is he going to break the record Babe Ruth's all-time home run mark of 714' or when is he?" I feel that he is and I think it will depend on whether he plays 120 games, 130 games or 100 games this year.

"Health-wise," he continued, "he's in good physical shape. He hit the ball real well last year and although he fell off in home run production a little bit, we feel certain he will break it this year or next, but probably next year."

Matthews said he and Aaron didn't realize they had broken the home run record of Ruth and Gehrig until a month later.

"A sportswriter dug it up," said Matthews, "and, obviously, it's been one of my big thrills. Playing with Hank was a tremendous thrill and we've always been very close friends."

Getting back to Aaron's quest for Ruth's record, Matthews said Han won't feel the same pressure Roger Maris did in 1961 when he was going after Ruth's single season record of 60 homers.

"Hank knows how to hide from pressure," said Matthews. "When he first came into the major leagues, he couldn't stay in a lot of hotels and eat in a lot of the same restaurants that the other players did. Thus, he learned where to go and hide. Therefore, I think he will be able to take the pressure."

Matthews said the biggest highlight of his career was in 1957 when he was a member of the Milwaukee Braves team which won the World Series. "Any time you win a pennant or a world series, it has to be a highlight," he said. "Home runs are not highlights, unless they win a crucial ball game. Overall, playing with the Braves and being in the pennant and series in 1957 were the big highlights of my career."

### G-W Bulldogs Hawaii-Bound

BOILING SPRINGS. — A few seats are still available for area residents who wish to accompany the Gardner-Webb college Bulldogs to the Hawaiian Islands.

The plane is scheduled to leave this Saturday from Charlotte at 3 p. m. and return Sunday afternoon February 4. The cost for plane fare and hotel is \$395. For further information contact the athletic office at Gardner-Webb.

### MORE ABOUT BOWLING

son was high man for the losers with a 123 line and 319 set.

Ronnie Culbertson's 128 line and 338 set led Cub's Paint to three wins over Ranny Blanton's team. E. J. Falls had a 123 line and Joe Beam added a 338 set to lead the losers.

### Ladies League

Jenny Oates nipped Charity Tignor for high scoring honors in ladies league action Tuesday night.

Jenny scored a 126 line and 338 set to lead her Oates Shell team to three wins over Drewes Tax Service. Ruth Bagwell scored a 124 line and Becky Dye a 325 set for the losers.

Mrs. Tignor tallied a 116 line and 337 set but her American Legion team dropped three games to Plunk Brothers, Margaret Wilson's 116 line and Bobbie McKee's 317 set were high marks for the winners.

Barbara Miller's 116 line and 327 set led Kentucky Fried Chicken to a four-game sweep of Pat Herndon's team. Mrs. Herndon led her bowlers with a 123 line and 302 set.

### KMHS Players To Clinic

Kings Mountain high baseball coach Barry Gibson will be taking 25 of his players to Belmont Saturday for a baseball clinic being sponsored by South Point baseball coach Phil Tate.

Price for the clinic is one dollar per player.

Several area college coaches will be there to discuss certain phases of the game. Coaches include Walt Rabb of North Carolina, Bill Wilhelm of Clemson, Jerry Bryson of Gardner-Webb and Chuck Hartman of High Point.

Players from little league age through high school age are welcome to attend the clinic.

### Red Tie Night Set At Abbey

"Red Tie Night" is on tap at Belmont Abbey College Saturday when the Crusaders of Coach Bobby Hussey host Livingstone in an 8 p. m. contest.

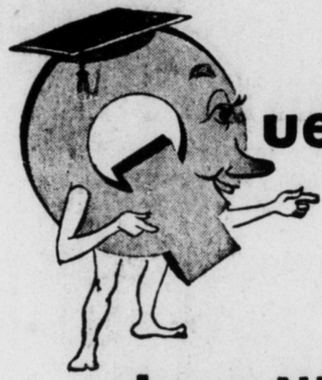
All persons wearing a red tie, coat or sweater will be admitted free.

The Crusaders will carry a 13-4 record into the contest.

Sophomore Carl Bell currently heads a list of four double-digit scorers for the Abbey, averaging 19.2 points per game. Others in double figures are Curt's Carter (15.2), Larry Cone (13.0) and Jim McDeede (12.3).

Saturday's contest will be the Abbey's final home game until Feb. 3, when Western Carolina visits Wheeler Center.

### 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. 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.
- 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.



### KINGS MOUNTAIN HERALD

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

### JOY

SHOWS WED. THUR.  
3:00 - 4:30 - 6:00 - 7:30 - 9:00  
FRI. - 3:45 - 4:35 - 5:55 - 7:15  
8:30

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