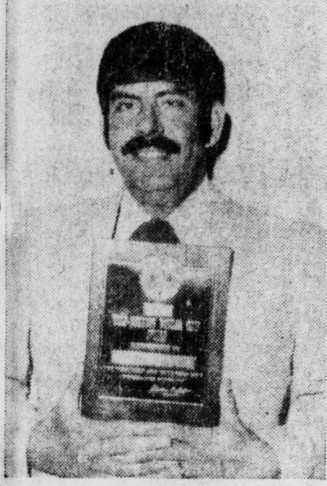


TRAFFIC DEATHS AND INJURIES SET RECORD HIGH — During 1972, North Carolina experienced the highest number of traffic deaths and injuries ever recorded in one year. The Traffic Records Information Center of the Office of Motor Vehicles reports that 1976 people were killed and 65,421 injured. A review of where the traffic deaths occurred reveals that 10 counties had

a total of 591 persons killed. This represents 30% of the total for the State. Most of these counties were in the Piedmont area. Drinking drivers were again listed as being involved in over one half the collisions that resulted in death. Over 42,000 drunken drivers were arrested by the North Carolina State Highway Patrol during 1972 setting a record of arrests for this violation.



WAYNE F. HOWARD — qualified for the Half-Million Dollar plaque for 1972 with a total production of \$670,000. Howard also qualified for the Leaders Sales Meeting in Orlando, Fla. which was held the week of March 19, 1973. Mr. Howard has been employed with Western and Southern Life Insurance Company since May 10, 1971. He resides on Rt. 7, Monte Vista Dr., Shelby with his wife, Isabel and their two sons, Wayne Jr. and Jason.

FROZEN CRAB

Crab should be cooked before freezing. Cook as for table use, cool and remove meat from the shell, advise extension food specialists, North Carolina State University. Pack dry meat in containers and use within three months.

HOME DRUGS

In 1970 Americans were "dropping" aspirin at the rate of 20-30 tons per day. And they were having prescriptions filled at about one billion a year or five for every man, woman and child.

THE TAR HEEL KITCHEN

By MISS YORK KIKER Marketing Home Economist

It is fitting that the observance of Easter, North Carolina Heritage Festival time and Poultry Products month coincide during April. The Turkey industry has chosen to feature "Easter-time is the all-American bird and is a Turkey-time." Of all foods, turkey is the "blue blooded" American. Long before the ships landed in 1492, the wild turkey was an important food for the American Indian.

History gives credit to the Pilgrims for the first Thanksgiving feast in 1621 but Jamestown settlers may have preceded them in 1607. Regardless of the sequence of events, turkeys are closely associated with our heritage and tradition, whatever the season.

According to the N. C. Department of Agriculture, there are six or seven hundred growers and four major turkey processing plants in North Carolina. Modern production and processing methods have made today's turkey available year-around at a reasonable price. North Carolina turkey is plump, meaty, and more compact today than in the early days.

In a recent visit to chain and independent grocery stores, whole turkeys, fully cooked turkey roasts, turkey parts, and ready-to-eat turkeys were a few of the items noted. One grocery man indicated his willingness to secure the kind of turkey requested.

Turkey is high on the list of lean meats for protein content and is a source of riboflavin, essential to growth and normal body functions, and niacin, important for nerves. Turkey is low in fat and calories. Price wise and nutrition wise, turkey is a good buy.

When buying turkeys 12 lbs. and under allow 3-4 to 1 pound per serving (ready-to-cook weight). For medium or heavy birds, 12 pounds and over, al-

low 1-2 to 3-4 pound per serving. The actual number of servings depends on the quality of the turkey, correct cooking and carving skill, and the size of the portions. All turkeys shipped interstate are government inspected for wholesomeness and labeled with time government stamp. The home-maker needs to remember she has the responsibility of maintaining safety by proper storage and care at home.

Many birds also carry a grade A shield. This is further assurance that the turkey is at peak perfection with excellent body bloom and processes firm, smooth-grained meat.

A new leaflet giving further information on buying and preparing turkey will soon be available. Free copies may be secured by writing to Markets Division, North Carolina Department of Agriculture, Raleigh, N. C. 27611. When requesting the New Leaflet, please be sure to write your name and address clearly.

Perhaps you will want to try Barbecued North Carolina Turkey Legs as given in the following recipe:

BARBECUED TURKEY LEGS
 4 1-2 lbs. North Carolina Turkey legs (6 small legs)
 1 cup flour
 1 teaspoon salt
 1 1/4 teaspoon pepper
 1/2 teaspoon chili powder
 6 tablespoons melted shortening
 1 cup barbecue sauce
 Rinse turkey legs, drain, pat dry. Dredge with flour mixed with seasonings. Brown in hot fat in large skillet, or pour melted shortening over legs arranged in single layer in greased baking pan and bake at 350 degrees F. for 45 minutes or until well browned. Pour barbecue sauce over meat. Cover and simmer on top of range, or bake at 325 degrees F. for 1 to 2 hours or until tender, basting turkey frequently with sauce. Serve with fluffy

hot rice. Makes six servings.
 * BARBECUE SAUCE

1-3 cup vinegar
 2-3 cup water
 1-2 tablespoons prepared mustard

1-3 cup brown sugar
 1-4 teaspoon pepper
 1 teaspoon salt
 Pinch cayenne pepper
 2 lemon slices
 1 large onion, sliced
 1-2 cup butter or margarine
 2-3 cup catsup
 1-2 tablespoon Worcestershire sauce.

Joy Offers Special Service

The Joy Theater offers a special welcome to senior citizens.

Any senior citizen who presents his medicare card at the box office will be admitted for the admission price for a child, currently 75c, announces Eugene M. Swain, manager of the Joy Theater.

Completely renovated with fresh paint, new carpet, new seats, and a re-arrangement of seats and aisles to make entrance and exit easy, the Joy Theater is a comfortable place to spend an hour or two while being entertained and is one of the finest picture theaters in this area, said a spokesman.

Many excellent pictures that have a genuine appeal for the future viewer are shown from time to time. Careful choice of the flicks can bring pleasure to anyone, whatever his taste.

In instituting this new policy the Joy Theater offers courtesy and a token of appreciation to the citizens who, over the years, have made Kings Mountain what it is today.

TODAY'S GIRL
PANTY HOSE

99c

SPECIAL
POLYESTER MATERIAL

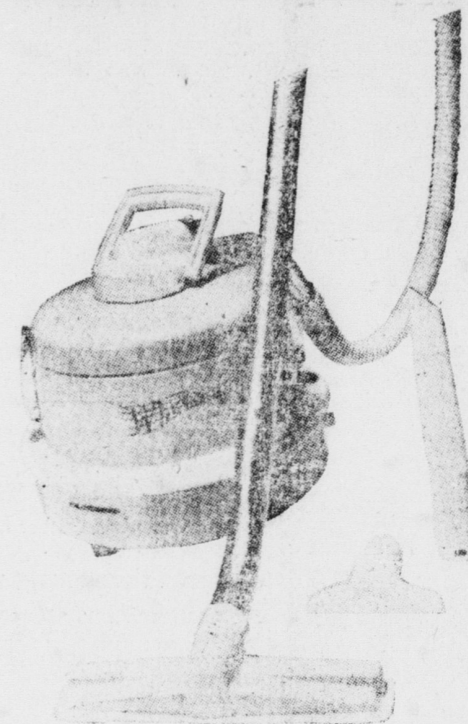
\$1.99 Yard

MEN'S
 GOLD AWARD
CREW SOCKS

57c

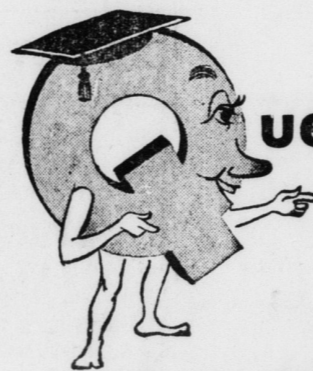
2 Pairs \$1.00

JUST ARRIVED
AZALEAS - \$1.29



SPECIAL
\$27.88

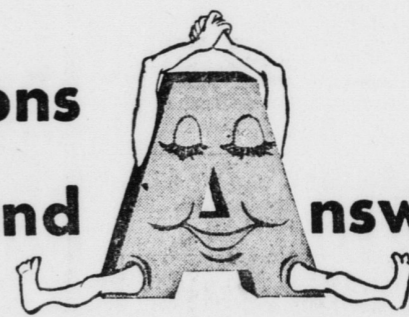
MEMO TO ADVERTISERS



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 newsy, 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?

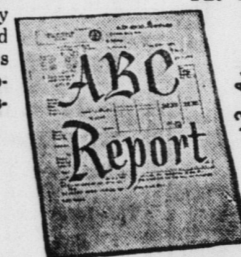
A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.

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



Shop Our Children's Wear Department

For Easter Finery

In Popular Styles and Sizes For

The Young Ones on Your Easter Shopping List

\$7 to \$20

DRESSES

BY KATE GREENWAY & PEACHES & CREAM
 TODDLERS 3 - 6x & 7 - 14

CHUBBIES

BY TRIM FIT - 8 1/2 TO 16 1/2

**See Our Good Selections For Mom and Dad, Too
 Ladies Wear Department - Second Floor**

FULTON'S