

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 newsworthy, 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 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. 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

Bonds Sales Reach \$708,009

Sales of Series E and H Savings Bonds in Cleveland county during July were \$106,015. January-July sales totaled \$708,009. This represents 64.4 per cent of the county's goal of \$1,099,000, according to George Blanton Jr., county volunteer chairman.

July sales of Series E and H Savings Bonds in North Carolina amounted to \$5,796,808. Due to an early cut-off date, the period covered by this report does not include all of July 1973 sales. Consequently, it is not comparable with July, 1972. Even though the figures are not complete, this year's July purchases exceed those of any July since 1971 (with the exception of July 1971 and 1972). January-July sales came to \$53,032,614 — the best in 28 years, and 6.9 per cent above the same period last year.

This represents 60.9 per cent of the state's 1973 dollar goal of \$87,1000,000.

Nationally, during July there were new purchases of E and H bonds amounting to \$4087 million, 1.1 per cent below 1972 sales of \$4193 million. Total cash sales of E and H bonds for the first seven months of 1973 amounted to a year earlier. Sales exceeded \$1,910 million, 7.2 per cent above redemptions, at-cost price, for the 3 1/2 months ending July 31st.

Of E and H Bonds came to \$39.65 billion in July—an increase of \$133 million.

USE THE
HERALD CLASSIFIED PAGE
FOR QUICK RESULTS



Ship'n Shore®
Some Enchanted Shirting...
Alluring Ultrassa®
\$12

\$11

The matinee shirt. Gleamy. Glossy. Generously full. It's an instant head-turner in Fall's freshest hues. Could only be Ultrassa®, the two-way texturized fabric of 100% Dacron® polyester. Sizes 8 to 18



Ship'n Shore®
The Young Winston Shirt in elegant Ultrassa®
\$14

\$12.99

A soft silken shape with a bibful of ruffles. Quite a refined flattering in Fall's prettiest shades...and the season's most pampering fabric. Easy-care elegance in 100% texturized Dacron® polyester. Sizes 8 to 18.

USE YOUR CHARGE CARD

PLONK'S

TRIAMINICIN TABLETS

Common Cold / Hay Fever?

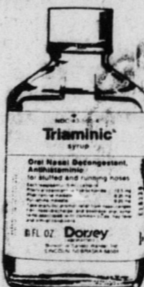
Fast relief...



48's Only \$1.50

TRIAMINICIN SYRUP

For STUFFED and Runny Noses



\$1.25

ORNEX

DECONGESTANT

ANALGESIC

40's

\$2.10

VICKS FORMULA 44

COUGH MIXTURE

3 1/2 Oz.

67c

4-OZ. JUST

67c

EMETROL

For Nausea and Vomiting

3-Oz.

\$1.02

BUFFERIN

TABLETS

100's

\$1.28



SAVINGS GALORE



THROUGHOUT THE STORE

ANACIN ARTHRITIS

Pain Formula

100's

\$1.42

Anacin

TABLETS

100's

99c



OUR BUSINESS BEGINS WITH FILING PRESCRIPTIONS

HARPER'S PRESCRIPTION PHARMACY

707 W. Mountain St.

Phone 739-8487