

**Food Town
Plans New Store
For Mt. Airy**

A new Food Town Super Market is planned for Mt. Airy, North Carolina, according to a joint announcement made by Food Town president Ralph W. Ketner and developers G. E. Nalley, Jr., Blake P. Garrett, and David H. Garrett.

The new store, third for Mt. Airy, will be located in a newly developed shopping center located at the intersection of Industrial Park Road and U. S. Highway 52. Occupying 20,400 square feet of floor space, the new Food Town will join a 7,000 square foot Revco Drug Center and a 42,000 square foot variety store in the new shopping center. Tentative opening date for Food Town is set for the spring of 1976.

In making the announcement, Ketner commented, "We are looking forward to making this addition to the Mt. Airy-Surry County area. The residents of the area are already taking advantage of our 'Lowest Food Prices In North Carolina,' and we're delighted to be able to make LEPINC more readily available."

Food Town currently operates 29 super markets in piedmont North Carolina, with additional stores announced for Cary, Salisbury, Statesville, Laurinburg, and Wadesboro.

A Salisbury-based chain, Food Town operates and maintains its own warehousing facilities, including grocery, frozen food, dairy, and produce. Sales for 1974 were in excess of \$92 million.

**West Charlotte
Center To Offer**

Belly Dancing

A belly dancing and yoga class will be held at the West Charlotte Recreation Center located at 2401 Kendall Drive this fall.

Class members are needed according to instructor Ann Harmon. The class will meet one night a week for 10 or 11 weeks, two hours per night.

The registration fee is two dollars per member and potential members can register via telephone at 374-2964.

James Foster is the director and 15 or more members are needed.



WBTV News Reporter John Blunt and a film photographer caught in action while covering an event for the television station's new live direct, On-The-Scene news coverage.

WBTV Now Provides Live Coverage In Prime Areas

-WBTV News Reporters and Film Photographers have long brought coverage of area events to Channel Three viewers. And, Doug Mayes has traveled throughout the Carolinas to interview people ON-THE-SQUARE in those communities served by the station. But, now WBTV News can go live, On-The-Scene directly from the news event, as it is actually happening almost anywhere in the primary coverage area.

This new breakthrough follows six months of concentrated development by a team of WBTV engineers and outside specialists who are using the very latest technology to install this news coverage tool.

The live, On-The-Scene capability is more than just a single piece of new electronic equipment. It is a complex, total operation specifically designed to provide the widest possible live, direct color camera coverage in this part of the country.

The key to the wider range is a set of receivers atop the tallest building in the Carolinas and Virginia-NCNB Tower in Charlotte. That 40-story structure gets WBTV's news receivers high enough to pick up the signals from two On-The-Scene microwave vans cruising in a 35-45 mile radius of the station, or more depending upon local terrain.

The vans are equipped with the most compact, portable cameras, recorders and live transmitters available, concealed atop NCNB Tower, small receivers are pre-aimed in all four directions on the

horizon to pick up signals beamed from those vans On-The-Scene of the news. The news stories are then bounced over to WBTV for immediate, live interruption of regular programming-if necessary, or are stored on tape for release in one of the scheduled newscasts.

WBTV has, of course, covered live news, sports and special events from the local area in the past. It used microwave to beam in pictures of President Ford's Bicentennial visit last May. But, that coverage required days of pre-planning and mobile unit set up by a small army of technicians. The big difference now in the new live, On-The-Scene system is speed and efficiency. Days of preparation are cut down to only minutes, enabling WBTV News to break in live from almost anywhere, anytime-immediately. A new kind of "polarized" microwave signal now makes transmission of those live, color television pictures from the scene almost as convenient as a police cruiser radioing in to its headquarters.

The combination of the high receiving point, On-The-Scene vans and miniature cameras and recorders means WBTV now has an important new

electronic tool to help its reporters gather the news and get it on the air faster. Without the barriers of time and distance, this new tool can help WBTV News serve the entire community even better. It puts the viewer On-The-Scene with live pictures of many late breaking area stories he could only hear about before.

Support
Our
Advertisers

Eastern Files For Low-Cost Fare

Eastern Airlines will file a proposal with the Civil Aeronautics Board on October 1 to provide extensive savings on air fare between numerous northern U. S. cities and vacation destinations in Florida and Puerto Rico.

The proposal includes two types of reduced fare travel for passengers in the Charlotte area.

Eastern's proposed inclusive tour fares to San Juan, called "Groups of One," will provide savings of 25 percent on individual package vacation travel and will be available for travel in both first and economy class, beginning November 1. Vacations will be from four days and three nights to fourteen days, with at least \$40 of ground accommodations in San Juan for the first three nights and \$10 for each additional night.

Eastern has also proposed that this fare be available to the Virgin Islands for \$25 above the San Juan fare. The proposed San Juan Vir-

gin Islands tour fares allow two free stop-overs, such as Miami or Orlando, or both, at no extra cost, as long as the stopovers are part of the most direct routing.

Vacationers can travel any day of the week, however, they will be required to purchase their entire vacation at least 14 days in advance of departure.

The vacations will be available for sale from a travel agent or Eastern.

Air fare between Charlotte and San Juan will be \$215 per person, round trip, in first class, and \$182 in economy. The cost of the ground portion is additional.

Eastern's proposed group tariff, provides for the sale to travel organizers of blocks of

40 or more seats on regularly scheduled flights at a savings of 40 percent off regular day-coach fare on flights to San Juan.

Travel organizers, not the airline, will develop complete vacation programs of air travel and ground packages at the destinations and are responsible for their promotion and sale.

GRAND OPENING
ALLRED'S FISH

ALLRED'S FRESH SEA FOOD MARKET

SHRIMP COMPLETE SELECTION

OYSTERS ALL VARIETIES

SCALLOPS FRESH FISH

2235 THE PLAZA
PLAZA AT PARKWOOD
334-1051
MON-SAT. 9:30a.m. to 7p.m.

Take it...
From Me



SUBSCRIBERS WHO PAY THEIR NEWSPAPER BILLS WITH A SINGLE CHECK FOR ONE, TWO OR THREE YEARS AT A TIME ARE SAVING THEMSELVES A LOT OF TIME AND MONEY. WHEN YOU CHANGE GETTING THE CHARLOTTE POST FROM A CARRIER OR AT THE CORNER STORE ALMOST ANYTHING, LIKE FORGETTING, CAN PREVENT ITS RECEIPT EVERY WEEK.

UNSOLICITED POST SUBSCRIBERS COMMENTS

"I enjoy the Post very much and don't like to miss a single issue."
-Mrs. Mary C. Wilson

"I have been a reader of the Post and think it is one of the best weekly newspapers in this country."
-Robert L. Brown

IT TAKES YOU JUST A MINUTE TO WRITE THE CHECK, IT TAKES ME JUST A MINUTE TO ENTER YOUR PAYMENT ON A SUBSCRIBER'S CARD. TAKE IT FROM ME -THE POST'S PAY BY MAIL PLAN IS THE MODERN, CONVENIENT WAY TO BUY YOUR FAVORITE NEWSPAPER SUBSCRIPTION, WHICH ASSURES YOU OF REGULAR DELIVERY WHERE-EVER YOU ARE, RAIN OR SHINE.

YES! START DELIVERY EVERY WEEK OF MY CHARLOTTE POST:

THE CHARLOTTE POST
Mail coupon today to:
Charlotte Post
P. O. Box 97
Charlotte, N. C. 28230

My Check is enclosed Bill Me

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

This is a renewal This is a new subscription \$6.00 for one year

The Charlotte Post
Charlotte's most widely read weekly newspaper

Warm, nourishing Quaker Oatmeal.
The more they eat, the better you feel.

10¢ Off 18 oz. Quaker Quick or Old Fashioned Oats. 1256

15¢ Off 42 oz. Quaker Quick or Old Fashioned Oats. 1256

COOKS IN 1 MINUTE
QUAKER OATS

COUPON EXPIRES JUNE 1, 1976