

First Union Executive Officer Wants Best Bank, Not Biggest



"I just want our bank to be the best bank, not necessarily the biggest."

These are the words of C. C. "Cliff" Cameron, chairman and chief executive officer of First Union National Bank. At 46 years old, he's described by associates as "a man of action."

Cameron, Mississippi-born (his father is a native North Carolinian) LSU-educated and father of four, achieved varied success prior to being named to the top post of First Union.

His business career began as a chemical engineer with Esso Standard Oil Company in Louisiana. This phase ended in 1949 when a close friend, James Poyner of Raleigh, persuaded him to come to that city and enter the mortgage banking business. In 17 short years, starting with two employees in a small office, he engineered the growth of Cameron-Brown Company to an organization that services more than \$500 million in mortgages, employs 275 in 18 cities in the Carolinas, Virginia and Tennessee.

The company ranks among the 15 largest in the nation.

In April, 1964, Cameron-Brown joined forces with First Union. Cameron became vice chairman of the bank's board. In September of this year he succeeded Carl G. McCraw, who had built First Union from a one-city bank to the third largest in the state with 92 offices in 43 North Carolina cities. First Union now ranks 78th in size among the 13,000 banks in the nation.

"It is my earnest desire," Cameron states, "to be a part of the continued progress of First Union. My beliefs and philosophies are not new. But they are important to our bank and to us. I believe our first responsibility is to have a sound, solvent bank. Our depositors must be guaranteed that their money is readily available, however, while these deposits are entrusted to us they should be used to enrich the economy of the state of North Carolina," he continued.

"Further, I believe that the people who come through First Union's doors are doing us a favor in allowing us to serve them. We should greet them with a smile, with enthusiasm, with warmth as we would greet a guest in our home. We must be

genuinely concerned with the needs of our customers. If we efficiently meet these needs, we will have satisfied customers. Satisfied customers are vital to the continued success of our bank.

Cameron's leadership and organizational abilities were indicated earlier in life when he was called to duty in WW II. An ROTC graduate he rose from the rank of second Lieutenant to Lieutenant Colonel in four years. He served as commander of a heavy weapons battalion in Europe and received the Bronze Star. Few of his men will ever forget "Cameron Hill" - a new mountain that rose in the background of his training unit at Camp Roberts, California. It was climbed daily by both young and older troops. Most of them collapsed upon reaching the summit. The daily charge was led by the commanding officer.

During the building of Cameron-Brown he again displayed these abilities.

What does all this mean for First Union?

"He will give enthusiastic leadership with well defined organizational functions, with positions headed by men whom he selects and to whom he delegates authority," said one outsider.

Beauty Queen To Cut Ribbon Of \$100 Bills

Nannette Jackson Minor, Miss North Carolina 1967, will cut a special ribbon to open the new First Union National Bank office on Tuesday.

The "ribbon" she'll cut is unique - it's made of \$100 bills.

A native of Charlotte, Miss Minor graduated from Myers Park High School there and received a degree in music from the University of North Carolina at Greensboro.



CHAIRMAN — Paul M. Neisler, Sr. is chairman of the board of First Union National Bank's Kings Mountain branch.

Neisler Heads Bank Board

Paul M. Neisler, Sr., Kings Mountain industrialist, is chairman of the board of First Union National Bank's Kings Mountain branch.

He succeeded the late B. S. Neill, the bank's senior vice-president and executive officer until his retirement in 1961.

Other officers include Elmore Alexander, chief executive officer; W. G. Jonas, assistant cashier and manager of the installment loan department; Mrs. Helen R. Blanton, assistant cashier; and Mrs. Louise Lybrand, assistant cashier.

Other directors are Dr. L. P. Baker, James E. Herndon, Charles A. Neisler, John O. Plonk, Jr., F. A. Summers, David Neill and J. Ollie Harris.

The first N. C. State Jaycee organization was founded in a meeting in Winston-Salem. T. Spruill Thornton of Winston-Salem was first State President.

The State Headquarters for the State Headquarters for the North Carolina Jaycees is in High Point.

There are 9,859 Jaycees in North Carolina in 217 chapters, committed to community development and leadership training.

Irvin Aldridge of Yanceyville is President of 9,859 North Carolina Jaycees.

First Union's New Banking Office Mixture Of Traditional, Modern

First Union National Bank's new Kings Mountain building, to be shown to the public Tuesday afternoon and evening and to be occupied for operations the morning of January 19, combines traditional and modern concepts in both architecture and furnishings.

The two-story structure contains approximately 6900 square feet of floor space, boasts a modern lobby, facilities for seven tellers, drive-in window service parking facilities for a dozen autos, an elevator for transport to the upper floor, a spacious director's room, and new furnishings throughout.

Wainscoting is banker's walnut, upholstered chairs black. Modernity takes over in the front-of-building glass panels, from ground level to ceiling, and in varicolored floor coverings and walls. Music will be piped to the lobby and other areas of the building.

One particular needed facility will be available, as additional safe deposit boxes are added. At present, all the bank's safe deposit boxes are rented.

Architects for the building are Ferebee, Walters and Associates of Charlotte, and general contractor is Myers & Chapman, of Charlotte.

Kings Mountain sub-contractors included L. A. Hoke Electrical Company and Ben T. Goforth, Plumbing.

Duke Invested \$11.5 Million Per Week In '66

Duke Power Company has accomplished the notable feat of working one million manhours systemwide without a disabling accident.

F. Yates Drum, safety director for the utility, said that the company's almost 6,500 employees worked from November 10, 1966, through December 8, 1966, a total of 1,009,155 manhours, without a disabling accident.

The company will receive a certificate from the Edison Electric Institute indicative of this safety achievement.

Duke Power's system serves over 850,000 customers in the Piedmont Carolinas. The million manhours worked without a disabling accident includes the company's heavy construction department, which adds special emphasis to the achievement.

Step Up To A Late-Model



USED CAR

Don't Be Bashful — Bring In Your Old Transportation For Appraisal. We'll Take Just About Anything In Trade On These Excellent Late Model O.K. Used Cars.

- 1966 CAPRICE SPORT COUPE, Light Blue Color, Factory Air Conditioning. One Owner **Only \$2695**
- 1966 IMPALA 4 - DOOR 327 Engine, Power-Glide, All Extras, Dark Blue, One Owner **\$2495**
- 1966 IMPALA 4-DOOR SPORT SEDAN, Power Steering, Power Brakes, All Extras, Low Mileage, .. **Only \$2695**
- 1965 IMPALA S/COUPE 327 Engine, Power-Glide, w/s/w Tires, Wheel Covers, Mist Blue, Real Clean. One Local Owner **Only \$2195**
- 1965 IMPALA S/COUPE, 327 Engine, Power - Glide, Power Steering, Dark Blue, One Owner And A Sharp Automobile **Only \$2195**
- 1965 IMPALA SUPER SPORT COUPE, Bucket Seats, Automatic In Floor, Power Steering, Power Brakes, Maroon With Black Interior, One Driver. **Only \$2295**
- 1965 CHEVROLET BEL AIR 4-DOOR 283 Engine, Power - Glide, Radio, Mist Blue **Only \$1995**
- 1965 CAPRICE 4-DOOR, Power Steering, Power - Glide, Radio and All Extras, Light Turquoise With Black Interior. One Owner **\$2595**
- 1965 CHEV II 4-DOOR, 6 Cylinder, Straight Drive, Light Biege Color, Clean **Only \$1595**
- 1964 CHEVROLET BEL AIR STATION WAGON, 4-Door, Power - Glide, Radio, Power Steering. One Owner. **Only \$1695**
- 1963 CORVAIR MONZA COUPE, Power-Glide, Radio, Whiteside Wall, White With Blue Interior, Real Clean Car **For Only \$795**
- 1962 CHEV II 4-DOOR, 6 Cylinder, Power-Glide Transmission, One Owner, Light Tan Color **Only \$1095**

MANY MORE MAKES AND MODELS TO CHOOSE FROM AT REASONABLE PRICES



LOW DOWN PAYMENT - CONVENIENT FINANCING
TAKE UP TO 36 MONTHS TO PAY

Victory Chevrolet Company
KINGS MOUNTAIN, N. C.

C. E. (Walking Man's Friend) DIXON
J. T. MCGINNIS, JR. **ROBERT LEE GOFORTH**
W. F. STONE, JR.

PHONE 739-5471 PHONE 739-5472

PLAYTEX GIANT JANUARY SALE!

save up to 25%

Save \$1.00
"Living"® Stretch Bra only \$3.95, reg. \$4.95. Adjustable stretch straps; sheer back and sides. 32A-40C ("D" sizes \$1.00 more) Also—Save 66¢ on "Living" Bra with bias-cut elastic side panels, only \$3.29, reg. \$3.95 32A-42C ("D" sizes \$1.00 more)

Save \$1.00
"Living"® Long Line Stretch Bra only \$6.95, reg. \$7.95. Adjustable stretch straps; sheer back and sides. With or without 2-inch waistband. Also ¾ Length Long Line only \$6.95, reg. \$7.95 32A-44C ("D" sizes \$1.00 more)

Save \$1.00
Playtex® made with Lycra® Girdles only \$5.95, reg. \$6.95. Hold-in power that won't wash out—machine washable Girdle only \$5.95, reg. \$6.95; Panty only \$6.95, reg. \$7.95; Long Leg Panty (shown) only \$8.95, reg. \$9.95

Save 66¢
Playtex "Soft-Line" Padded Bra with or without stretch straps. Only \$3.29, reg. \$3.95 32A-38B.

Save \$1.00
"Living"® Long Line Bra only \$5.95, reg. \$6.95. Bias-cut side panels. Also ¾ Length Long Line only \$5.95, reg. \$6.95 32A-44C ("D" sizes \$1.00 more)

All Bras and Girdles—White — All Girdle sizes—XS, S, M, L (XL sizes—\$1.00 more)

Belk's
Home of Better Values

AS SEEN ON TV